JANUARY 18, 1960 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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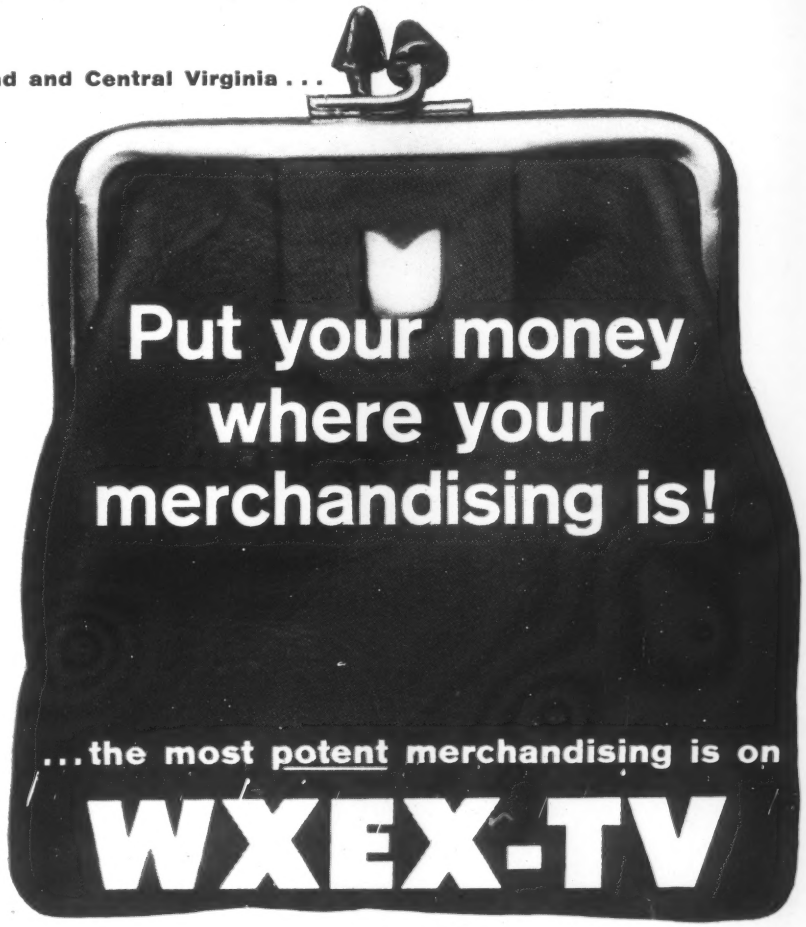
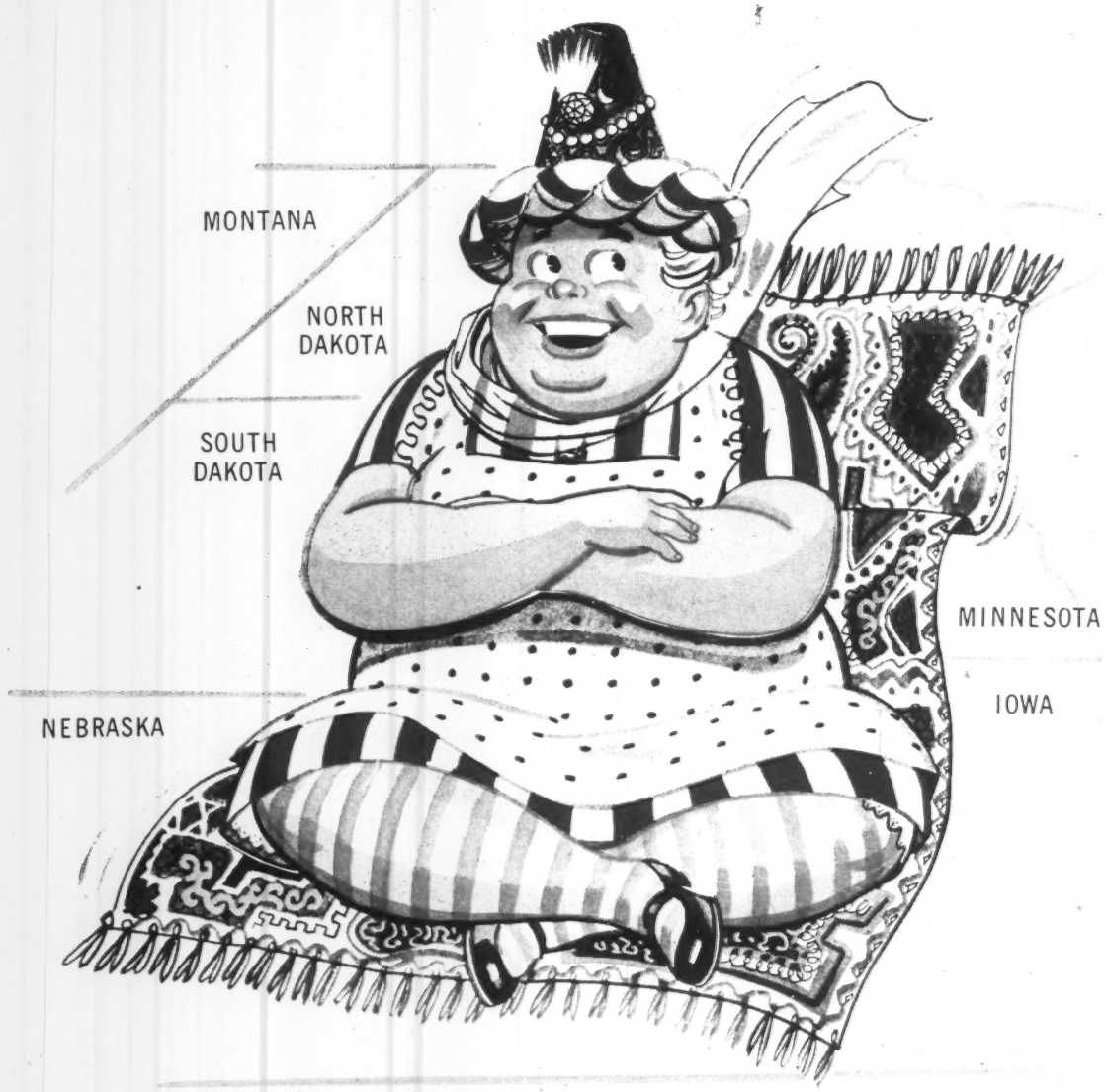
In Richmond and Central Virginia . . .



Get extra sales with WXEX-TV's 12 performance-proven merchandising plans: • Promotional Spots • Newspaper Ads • Featur Foods Merchandising • Community Club Awards • In-Store Food Displays • In-Store Drug Displays • In-Store Food De nonstrations, sampling, couponing • Store Window Displays • Bargain Bar Promotions • Mailings to Retailers • Perso l calls on Jobbers, Wholesalers, Retailers • Reports to Advertisers

WXEX-TV • NBC-TV Basic • Tom Tinsley, President; Irvin Abeloff, Vice President • National Representatives: Select Station Representatives in New York, Baltimore, Washington and Philadelphia; **Adam Young** in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; **Clarke Brown Company** in the South and Southwest.



BIG AGGIE RIDES HIGH IN PERSIA (SOUTH DAKOTA)

Persia is just one of thousands of cities and towns in Big Aggie Land—the vast, 175-county coverage area defined and delivered by WNAX-570. Whichever town you choose you'll find Big Aggie an old and trusted friend.

There are 609,590 radio homes in Big Aggie Land. And WNAX-570 delivers a 66.4% share of audience that's growing every day—example, 1959 mail count is up 33%. It's a well-to-do market, too. The 2¼ plus million people who live in Big Aggie Land have a spendable income of over $3 billion.

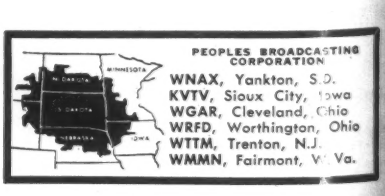
Profitable promotion in Persia—or anywhere in Big Aggie Land—begins with WNAX-570. See your Katz man.

WNAX-570 CBS RADIO

PROGRAMMING FOR ADULTS OF ALL AGES

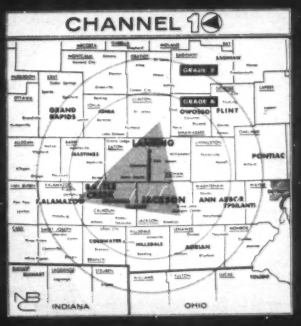
PEOPLES BROADCASTING CORPORATION

Yankton, South Dakota Sioux City, Iowa



ONE SHOT TAKES ALL THREE

LANSING • JACKSON • BATTLE CREEK



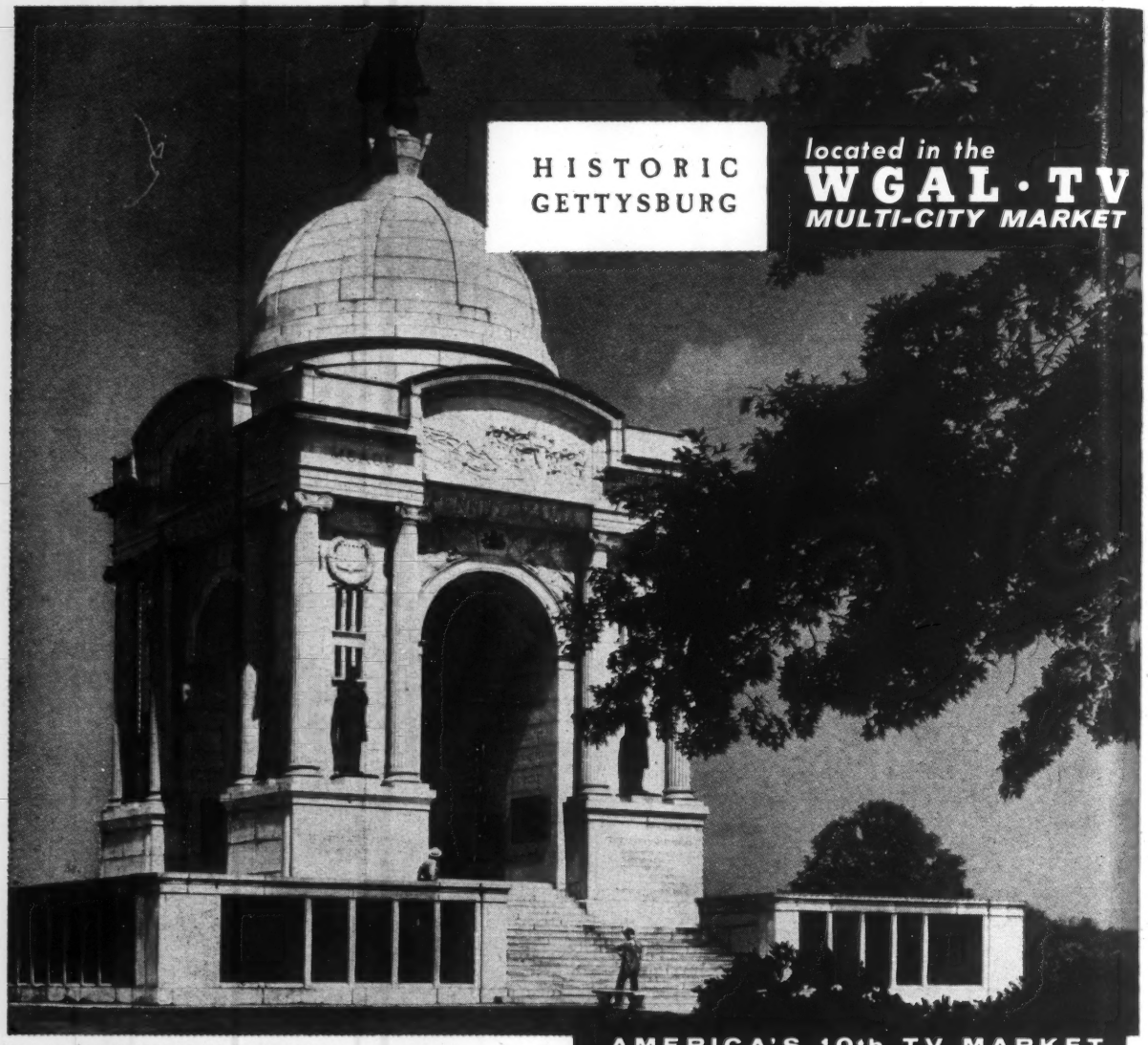
The best shot in outstate Michigan pockets three major markets ranking 11th* in retail sales . . . gives you more Grade A coverage of Central Michigan population and TV households. Nationally, the 26th** market. Your cue to call Venard, Rintoul & McConnell, Inc.

WILX TV

SERVING MICHIGAN'S GOLDEN TRIANGLE

*SRDS Consumer Market Data
**Television Age 100 Top Markets, 11-30-59

WILX is associated with WILS - Lansing WPON - Pontiac



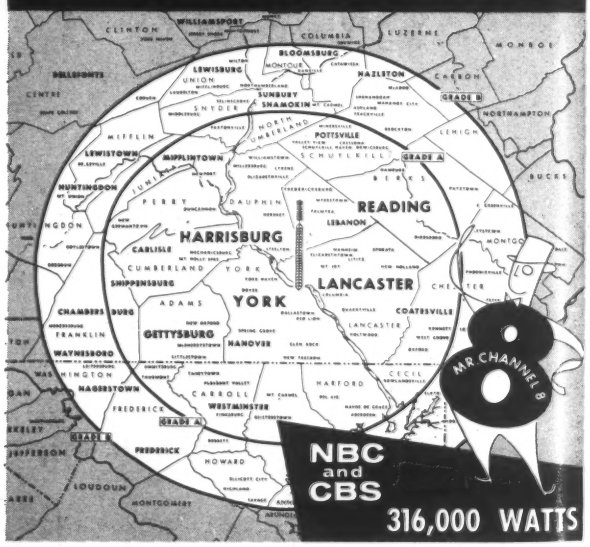
PENNSYLVANIA STATE MEMORIAL AT GETTYSBURG

The WGAL-TV market is richly steeped in tradition. This broad area has always been—and *is*—prosperous and stable . . . has $6¾ billion in annual income, spends $3¾ billion in retail sales. WGAL-TV delivers depth coverage in its many cities, is first with viewers in Lancaster, Harrisburg, York and numerous other cities.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

AMERICA'S 10th TV MARKET



Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Movies in the air • Technicolor is latest motion picture entry in station ownership. Technicolor Broadcasting Corp., newly created subsidiary of Technicolor Corp., has reached agreement for purchase of KICN Denver from Empire Broadcasting Inc. (Don Burden) or $575,000. Transfer papers will be filed with FCC upon formal execution of contract expected in 10 days. Contract was negotiated with Mr. Burden by John R. Clark, newly-elected president and general manager of Technicolor, and John J. Daly, vice president.

Zenith to try toll • Despite tough criteria specified by FCC last year for "on-the-air" pay-tv tests, Zenith Radio Corp. intends to file for authorization within next few months. Joseph S. Wright, Zenith president, tells BROADCASTING application now is being drafted and one of five markets now under study will be selected. FCC announced last year it would accept applications for a three-year toll-tv test, but set up these stringent conditions: system could be tested in only one city, and that city must receive at least four Grade A off-the-air tv signals; decoding equipment must not be sold to public; arrangements between pay-tv promoter and stations must be severely limited to retain station's independence and licensee responsibility.

Zenith remains committed to "on-the-air" pay-tv as against wire distribution methods. Zenith engineers say that single coaxial cable with capacity of 4½ mc width can carry as many as dozen video channels with good quality through phasing method evolved by Bell Labs for wire service. This is nature of competition that would confront tv stations if pay-tv is barred from regular spectrum. Bell is installing and will maintain cable to be used for Toronto, Canada, wire pay-tv experiment by International Telemeter and Famous Players.

The plug experts • Station music librarians must be wondering what gives when they read Rodgers-Hammerstein's and other critics' protestations against broadcaster exploitation of own musical interests. Reason: when original-cast albums of R-H's "Sound of Music" went out last fall, letter (from Columbia Record Sales Corp.) went with it saying music had been cleared for public performance through ASCAP and "in addition . . . we have arranged" for stations to broadcast all or any part, provided that plug for (1) composers, (2) show, (3) its star and (4) theatre where playing is given "each and every time you broadcast all or part of such recording." Letter suggested plug go "substantially" like this: "From the new Rodgers and Hammerstein hit show 'The Sound of Music,' starring Mary Martin, now playing at the Lunt-Fontanne Theatre in New York." Similar letters accompanied albums of R-H's "Flower Drum Song" music earlier in 1959. Though distributed by Columbia, albums pressed for radio stations carried this credit on label: "A Rodgers and Hammerstein Records Inc. production."

Fast report • Although hearings still have not been completed, FCC Network Study Staff Chief Ashbrook Bryant last week privately proposed amendment to Sec. 326 (anti-censorship) of Communications Act to allow Commission to consider programming at time of original grant, renewals and in station sales. Counsel Bryant, who submitted proposed legislation in writing to chairman, labelled it "internal matter" that can go no farther without approval of commissioners. General counsel's office is conducting "extended study" of same problems, recommendations of which will supersede Bryant measure, it was learned.

It was completely unintentional, but current FCC hearings have forced Capitol Hill to delay first of many expected trips to Congress by commissioners during new session. Sen. John Pastore (D-R.I.), chairman of Communications Subcommittee, had planned Jan. 25 (next Monday) session with FCC on tv allocations. Senator, however, bowed to prior Commission plans (program hearing) and again postponed oft-delayed hearings. At last word, Feb. 2 was tentative new date.

Progress report • In operation two weeks, NBC Radio's new format — combination of conventional networking (mostly *Monitor*, news and special events) with entertainment shows available to stations on fee basis—is getting encouraging reaction from both affiliates and advertisers, according to network sources. That is, networking part is. They report better than 96% of stations are clearing *News on the Hour* without delays and that rest promise to do so as soon as special problems can be solved; that average of 95% of stations are clearing rest of network programs and that, on sales front, more than $6 million (after discounts) in time has been sold since plan was announced last November. Sales of entertainment shows in NBC Program Service are something else again; not many stations are buying.

Seavey changes channels • Hollis M. Seavey, former director of Clear Channel Broadcasting Service and until last week owner of WCUM Cumberland (CHANGING HANDS, page 95), has been retained by newly-formed Regional Broadcasters as consultant. Group organized fortnight ago (BROADCASTING, Jan. 11) espouses ratification at this session of NARBA treaty and collateral Mexican agreement on am broadcast allocations. Headquarters are 1735 DeSales St., Washington, D.C. Payson Hall, Meredith stations, who heads group, this week is circularizing Class IB, Class II and Class III stations on membership.

School days • Because of Washington events, many broadcasters are boning up on FCC's rules and regulations, codes of fair practice and other reference works relating to station operations. At all NBC owned-and-operated stations, top staff members are taking what amount to refresher courses. Objective: operations as clean as a hound's tooth.

End of suit • With election of Joseph S. (Dody) Sinclair, manager of WJAR-AM-TV, to vice presidency of Outlet Co., Providence department store, litigation involving sale of properties shortly may be terminated. Mr. Sinclair had initiated litigation with trustees of his grandfather's estate, owner of Outlet Co. (BROADCASTING, Oct. 26, 1959), and this resulted in court ruling that William Zeckendorf, New York realtor, who had negotiated for Outlet company purchase for $12.5 million, was not party to suit.

Fm's day • There's a yet-unannounced feature in preparation for NAB's annual convention—full day of programming for fm membership. As now conceived, Fm Day will be built around Sunday (April 3) pre-opening schedule. Idea is to meet criticism at 1959 convention when fm was relegated to brief early-morning session. Morning portion of Fm Day will be devoted to programming by National Assn. of Fm Broadcasters, which NAB hopes will parallel Radio Advertising Bureau for am and Television Bureau of Advertising for tv. Afternoon will be programmed by NAB.

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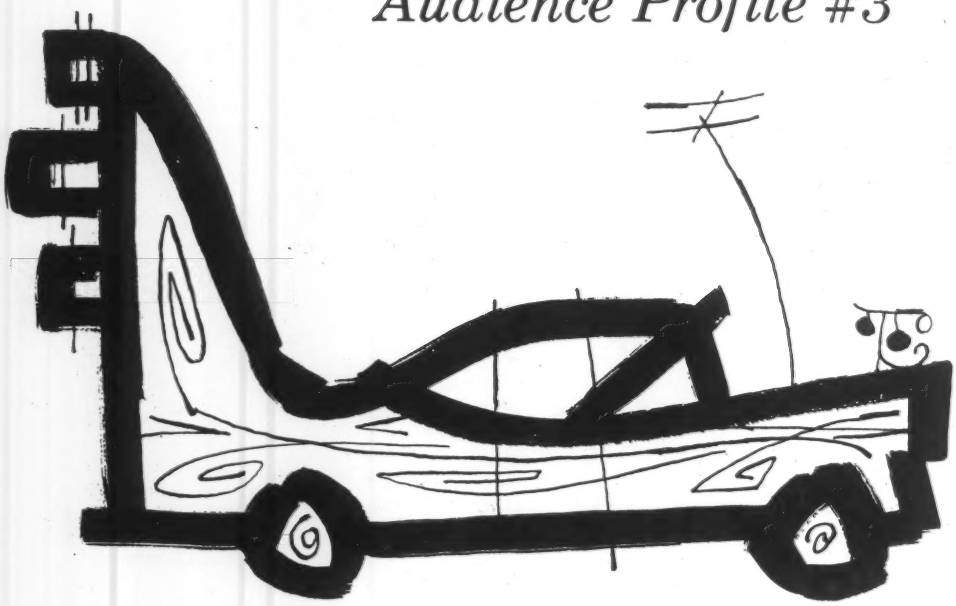
Audience Profile #3



357,519 WWDC homes own at least one car...13.5% above the total sample Washington, D.C. average. 210,485 are 1957 or newer... 17.9% above average.*

**PULSE Audience Image Study—July, 1959*

WWDC Radio

. . . the station that keeps people in mind

WASHINGTON, D.C.—REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

And in growing Jacksonville, Fla.—it's WWDC-owned Radio WMBR

WEEK IN BRIEF

MR. FROLICK

For tv commercials: writer-producers • With separate writers and producers, you have too many cooks stirring the broth, resulting in less effective but more costly commercials. At least that's the opinion of S.J. Frolick, senior vice president and director of tv and radio for Fletcher, Richards, Calkins & Holden, New York. And he has nearly 14 years' experience of the writer-producer system and his agency to back him up. Mr. Frolick argues his point in MONDAY MEMO. Page **22.**

Controversial concept • Resistance to tv publishing concept centers around hard core of major advertisers, but vocal minority also can be heard. Business leaders take sides, give definitions and practical examples in BROADCASTING interviews. Page **27.**

$200 million plan • McCann-Erickson reorganizes into four line divisions, separating "pure advertising" from other functions. Page **30.**

Quality line • Trendex adds multi-dimensional research to classic popularity ratings. Page **32.**

Bank's tv dividend • San Francisco's American Trust Co. has 10-year track record with its tv series *Science in Action*. Page **38.**

For better public service • Speaking before RTES, FCC Chairman John C. Doerfer urges three tv networks to get together on nightly half-hour of prime time public service programming. Page **46.**

Don't stretch tv advertising truth • Tv commercials better not be better than they ought to be. This is point of Federal Trade Commission's latest charges of false advertising directed at leading national advertisers. Action seen as indication of increased FTC attention to advertisers. Page **50.**

Public service program quota • New Hill bill, by Rep. Henry Reuss (D-Wis.), would require stations to devote a minimum 20% of schedules to public service programs. Page **58.**

Regulation and payola • Three broadcasters urge stricter FCC regulation and control of their industry. Commission hearing also is told BMI, in cahoots with stations, has made payola big business. Page **60.**

Hawaii's dollars • Depth study of 50th state's economy and broadcast structure shows an important market for mainland businessmen who know how to reach the 660,000 populace. Ninth in a series of BROADCASTING reviews of expanding regional markets. Page **67.**

Tv's longer reach • Early figures out of American Research Bureau's new Univac, surveying tv audience in every U.S. county for first time, indicate vhf station coverage is much wider than generally believed. Page **92.**

Union merger talks off • Screen Actors Guild declines American Federation of Television-Radio Artists' invitation to talk consolidation. Page **99.**

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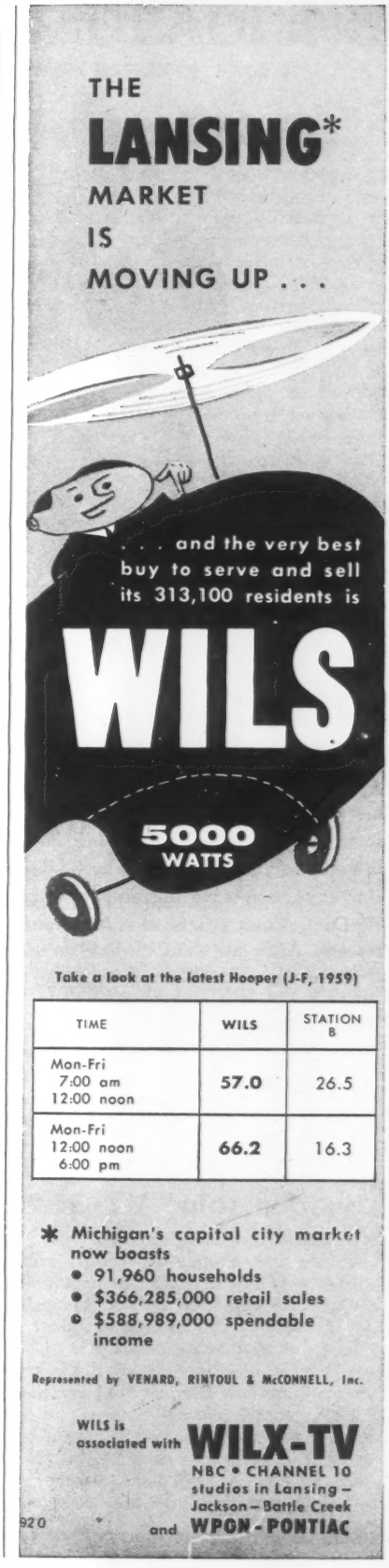
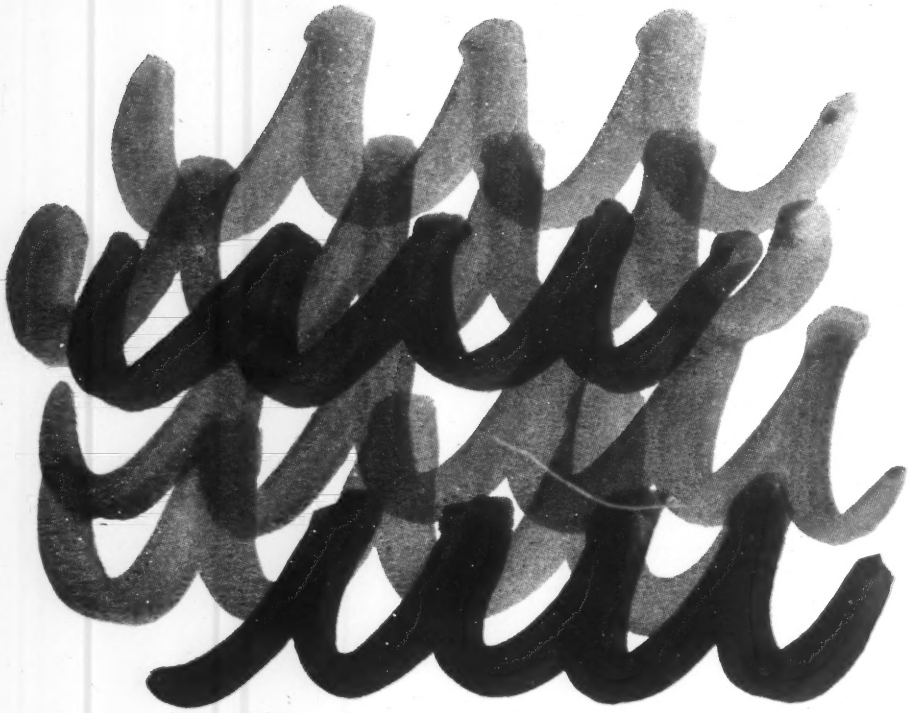

THE
LANSING*
MARKET
IS
MOVING UP . . .
. . . and the very best buy to serve and sell its 313,100 residents is
WILS
5000
WATTS
Take a look at the latest Hooper (J-F, 1959)
TIME | WILS | STATION B
Mon-Fri 7:00 am 12:00 noon | 57.0 | 26.5
Mon-Fri 12:00 noon 6:00 pm | 66.2 | 16.3
* Michigan's capital city market now boasts
• 91,960 households
• $366,285,000 retail sales
• $588,989,000 spendable income
Represented by VENARD, RINTOUL & McCONNELL, Inc.
WILS is associated with WILX-TV
NBC • CHANNEL 10
studios in Lansing – Jackson – Battle Creek
and WPON - PONTIAC



HOW DOES A FISHHOOK SOUND? Like the kid next door heading for the pond with his bamboo fishing pole. Like his triumphant smile when he catches his first sunfish. Or . . . like the grown up sound of our Maryland fishing fleets shoving off at dawn for the day's business—a business that adds millions of dollars to the tremendous spendable income of Marylanders. A nice sound. A secure sound. A rich sound. It's a sound that says there's big business in Maryland to be had by your client. And the way to hook on to it is through WBAL-RADIO. Your progressive Maryland station with the quality sound. WBAL-RADIO delivers the rich sound of results. After all, that's what we're all fishing for, isn't it? **WBAL-RADIO, BALTIMORE**

Broadcasting in the Maryland Tradition/associated with WBAL-FM-TV/Nationally represented by Daren F. McGavren Co., Inc.

AT DEADLINE

LATE NEWSBREAKS ON THIS PAGE • DETAILED COVERAGE OF THE WEEK BEGINS ON PAGE 27

Montgomery attacks NBC at FCC hearing

Actor-producer Robert Montgomery told FCC Friday (Jan. 15) that NBC-TV coerced Schick Razor Co. into buying time it did not want and forced sponsor to hire RCA vice president as prerequisite to buying into sponsorship of *Robert Montgomery Presents.*

Testifying at Commission's continuing radio-tv hearing, Mr. Montgomery also charged that network production of shows is inimical to public interest and discourages young producers. Other Friday witnesses were newsman Lowell Thomas and Washington attorney Theodore Pierson (see page 85 for Mr. Pierson's prepared testimony).

Mr. Montgomery said that his program was on NBC-TV for six years. When American Tobacco Co. dropped its co-sponsorship, Mr. Montgomery said he entered negotiations with Schick and its agency, Kenyon & Eckhardt, for sponsorship of program. K&E wanted a guarantee that prime time period would be retained, actor-producer said, and when he was unable to give guarantee, both prospective sponsor and agency recommended that "NBC have a hand in the deal."

NBC 'Conditions' • NBC took over negotiations from his Neptune Productions firm, Mr. Montgomery said, and made these demands: (1) that Schick also sponsor college football to tune of $800,000, "a buy Schick did not want to make"; (2) pay $3,000 per week over cost Neptune had asked for program, and (3) that Schick hire an RCA vice president.

Mr. Montgomery said he learned of $3,000 NBC cost increase and told Schick it did not have to pay this. He also said he was told that razor firm later had to "buy off" former RCA executive because he was inefficient.

Mr. Montgomery said he is against government regulation and did not want his remarks interpreted as advocating same. He also made these points: urged investigation of ratings; hit "the great lie" that tv is programmed for mass audience; labeled "almost incredible" claim of networks and advertisers that they had no knowledge of tv quiz fixes; felt citizens' advisory council "would waste a lot of everybody's time."

"The backwash of resentment about the type of programming today is absolutely tremendous," Mr. Montgomery said. "If the networks think these are just crank letters, they are out of their corporate minds."

Thomas Testimony • Mr. Thomas, veteran of 30 years in broadcasting, said that only once has he faced sponsor interference and never from network or station. He said he had never heard of similar experience Mr. Montgomery described with NBC.

Sponsors and networks always have shown interest in public service programming, he said. "I doubt that any regulation would help at all," newsman stated. "I don't see how it could."

Mr. Pierson was on witness stand three hours and was questioned at length about past legal decisions in broadcasting. He took position that FCC already exerts too much control over broadcasting and programming and maintained intent of Congress was clear that FCC could not consider programming at renewal time or in comparative hearings.

Comr. Frederick Ford, who often has taken opposite view, questioned Mr. Pierson for more than hour on legal implications of past court decisions on Mr. Pierson's position. Attorney, speaking for 10 broadcast licensees, said it would be form of censorship for FCC to require station to devote "x number of hours" to education.

He defined censorship as act of station carrying program, not because station thinks listeners want it, but because station thinks it is type of program FCC wants broadcast.

NBC's rebuttal

NBC issued sharp denial of all three charges made by Robert Montgomery before FCC (see story this page). Network spokesman said that "a quick check shows we got back from Schick just about what we paid Neptune Productions for the show." He asserted "there is absolutely no truth to the allegation that Schick had to buy $800,000 worth of football programming on NBC-TV in order to get *Robert Montgomery Shaw*. Mr. Montgomery's third charge was labelled "the most serious." Spokesman said, "It is a complete and utter falsehood that Schick had to hire Mr. Elliott in order to get the Montgomery show."

Backs Doerfer plan

FCC Chairman John C. Doerfer's proposal for three tv networks to take weekly turns broadcasting half-hour of public service programming in prime time weekday nights (early story page 46) "makes a lot of sense," Sen. Clifford P. Case (R-N.J.), ranking Republican on Senate Communications Subcommittee, said in statement released yesterday (Sunday). Sen. Case said it would give "real meaning" to "public interest, convenience and necessity" requirement of Communications Act, but he felt full hour, rather than half-hour, would be required "for a realization of the full potentials of this type of program." His suggestion for full hour was made, he said, because once "minimum standards" are established, they tend to become "maximum" ones. Chairman Doerfer made proposals Thursday in New York address.

Sen. Case expressed pleasure at initial responses of networks to proposal, saying he realized pressures forced on them by competition in programming and that Doerfer plan can help them improve service by placing all on same basis.

Two will aid TIO

Lester Bernstein, vice president, corporate affairs, is designated NBC's representative to Television Information Office, New York, it was announced Friday (Jan. 15) by Clair R. McCollough, chairman of Television Information Committee. Mr. Bernstein fills vacancy on TIO board created last November when Kenneth W. Bilby, former NBC executive vice president, was appointed vice president, public affairs, RCA. Also announced was appointment of Lawrence Creshkoff, assistant manager of programs at WGBH-TV Boston, as TIO's editorial consultant.

NBC-TV color report

NBC-TV promises full report on latest color tv developments in presentation Thursday (Jan. 21), at New York's Ziegfeld Theatre, for Radio & Television Executives Society. It's reported NBC-RCA will spend about $8,000 for presentation. Panel will include NBC executives Don Durgin, vice president, tv network sales; Norman Grant, director of color coordination; Reid Davis, color coordinator; James G. Hergen, director of telesales, and George Schaefer, producer-director, *Hallmark Hall of Fame.*

WEEK'S HEADLINERS

MR. CULLIGAN

MATTHEW J. CULLIGAN, executive vp in charge of NBC Radio Network, named general corporate executive and board member in charge of Advanced Projects Div. of McCann-Erickson, effective March 1 (for details of new post see story page 30). Head of radio network since 1956, he is credited with introducing number of program innovations in addition to boosting sales to what NBC officials claim is dominance over other radio networks. Five-minute "news on the hour," "hot line" format handling of major newsbreaks, *Image* series and "imagery transfer" sales concept are among departures credited to him. Mr. Culligan joined NBC in 1952, after serving as executive vp of John Sutherland Productions, motion picture producers (Chiquita Banana and others), and in various posts in magazine field and with retail organizations. He started at NBC on special assignment to promote then-new *Today* tv show, and subsequently became sales manager of participating programs (*Today, Home, Tonight*) national sales manager of NBC-TV, and vp and sales director of tv network. Latest innovation, which went into effect first of this year, was reorganization of radio network format into combination of conventional networking of some programs (essentially *Monitor* and news) and supplying entertainment programs on fee basis to stations that wish to buy them. No successor had been named as of late last week.

MR. RIFKIN

MR. UNGER

MR. FRIEDHEIM

M.J. RIFKIN, vp in charge of sales for Ziv Television Programs since 1953, appointed executive vp in charge of sales. Other promotions: MAURICE UNGER, vp in charge of west coast production, to executive vp in charge of production, and ROBERT W. FRIEDHEIM, vp in charge of business affairs, to administrative vp. Six executives advanced to vps are: JOSEPH W. BAILEY, in charge of eastern production; EDWARD J. BROMAN, regional sales; LEN FIRESTONE, syndication sales; J. FRANK REEL, in charge of legal affairs; JAMES SHAW, national and regional sales and PIERRE WEIS, general manager of Economee Television Program, rerun subsidiary of Ziv-Tv.

MR. CIMPERMAN

JOHN A. CIMPERMAN, formerly in government work and onetime special agent of Federal Bureau of Investigation, named director of practices for NBC (CLOSED CIRCUIT, Jan. 11). He is second executive appointed to serve under JAMES A. STABILE, vp. in charge of standards and practices for NBC. ERNEST LEE JAHNCKE JR. was recently named director of standards (BROADCASTING, Jan. 4). Mr. Cimperman's responsibility will be to conduct continuing fact-finding analysis of all practices followed in connection with NBC tv and radio programs. Mr. Cimperman has served in U.S. governmental posts for more than 25 years, 16 as legal attaché to U.S. Embassy in London. From 1941-43 he supervised work on assignment of FBI special agents throughout United States.

MR. WRATH

MR. BEESON

JOHN H. WRATH, executive vp of Headley-Reed Co., station representative, appointed president, with headquarters in New York. He succeeds STERLING BEESON, 19-year company veteran, who has resigned and will announce his plans shortly "in another area of the broadcast industry." Mr. Wrath has served Headley-Reed continuously since his graduation from Northwestern U. in 1939. He joined company as salesman in Chicago office and has been there ever since. He was elected vp in 1950 and executive vp in 1953. WILLIAM SHAW, manager of Headley-Reed's St. Louis office, named vp and manager of company's Chicago branch. He has been with rep firm for almost five years and earlier was midwest sales manager of BROADCASTING. EARL GALLAGHER, salesman for Headley-Reed in Chicago for past four years, appointed St. Louis sales manager, succeeding Mr. Shaw.

ROBERT L. HUTTON JR., tv production director, and LOUIS A. SMITH, midwest tv sales manager of Edward Petry & Co., N.Y., station rep, appointed vps. Mr. Hutton joined Petry in 1950 as manager of tv promotion and research. Prior to that he had been promotion director for now-defunct *Woman's Home Companion*. Mr. Smith joined Petry

MR. HUTTON

MR. SMITH

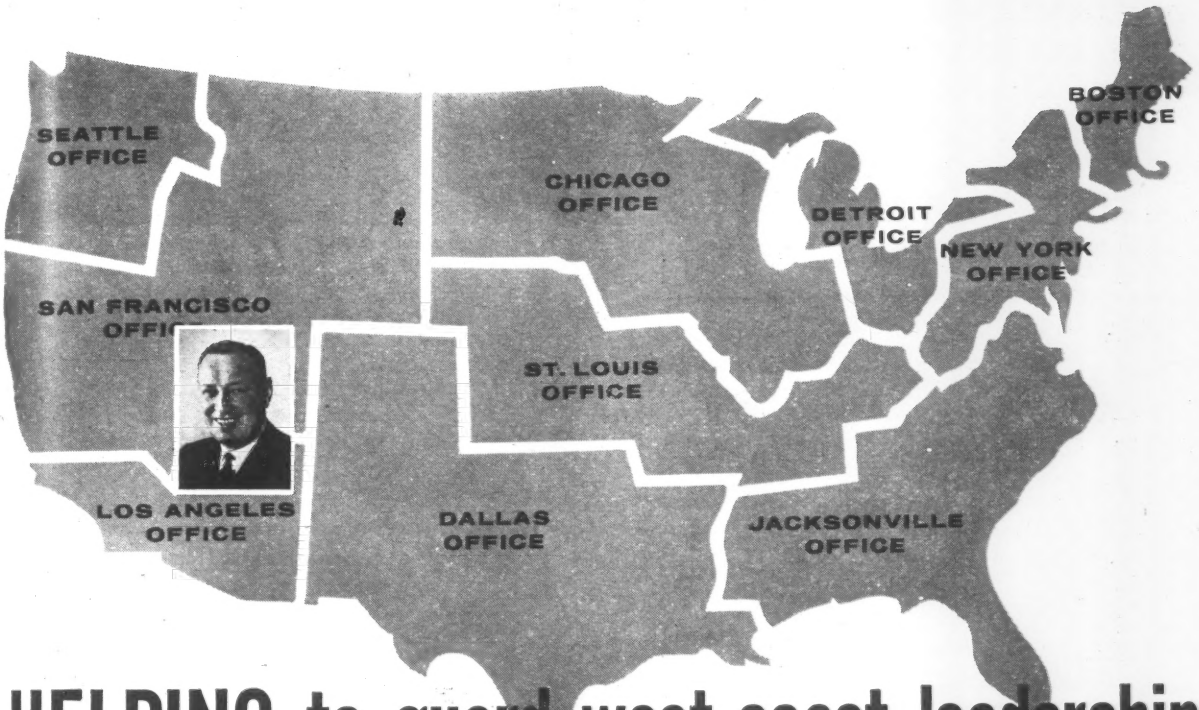
MR. PERCIVAL

in 1951 as tv sales manager, Chicago; he had previously been midwest sales manager for WOR-AM-FM-TV New York. MARTIN L. PERCIVAL, with sales department of radio division, appointed eastern sales manager. He formerly was western division manager of NBC Radio Spot Sales.

MR. NORTHROP

JOHNSTON F. NORTHROP, assistant to president of Corinthian Broadcasting Corp. since 1957, appointed administrative vp and treasurer of Corinthian. He was also named treasurer of KOTV (TV) Tulsa, Okla., Gulf Television Corp,. Great Western Broadcasting Corp., and Indiana Broadcasting Corp., licensees of seven Corinthian radio-tv outlets. Earlier, Mr. Northrop had been assistant to JOHN HAY WHITNEY, who owns almost 50 per cent of Corinthian, and prior to that was with Central Intelligence Agency in Washington and abroad.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES



HELPING to guard west-coast leadership

DAVID LUNDY, *manager of our Los Angeles office, one of ten offices providing fast, efficient service to Advertising throughout the U. S.—service that helps advertising dollars deliver extra value.*

In the fields of food, or fashion, or health and beauty—many west coast firms have won national leadership.

To retain and solidify their leadership they invest heavily—and wisely—in spot television. And in 25 major markets, the stations giving consistent returns on that investment are represented by Blair-TV.

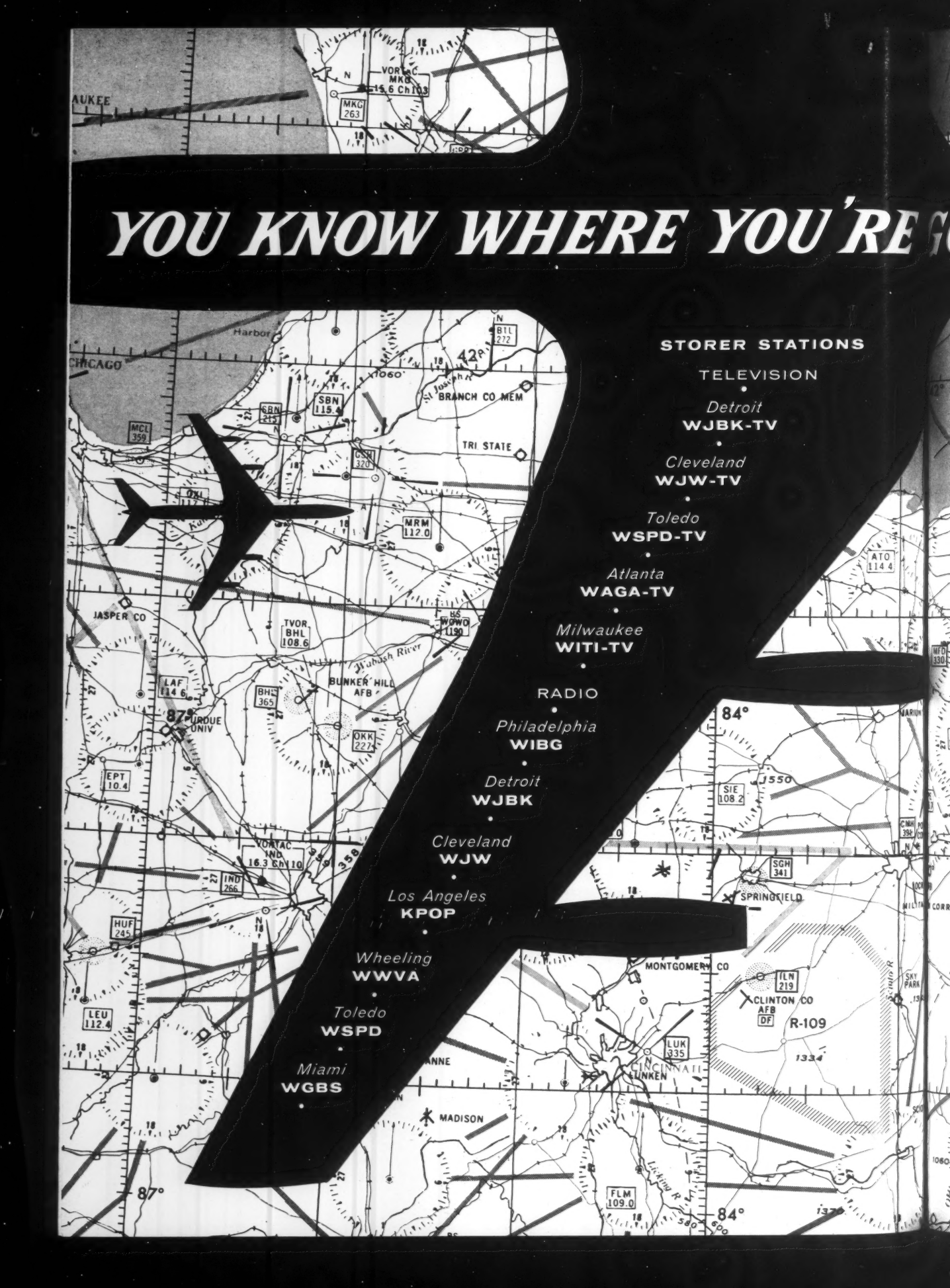
At a phone-ring's notice, how do agencies in the Los Angeles area get down-to-the-minute data on each of these stations—data so vital to advertising decisions? Through our Los Angeles office, one of ten offices, coast-to-coast, that make spot television easier to buy.

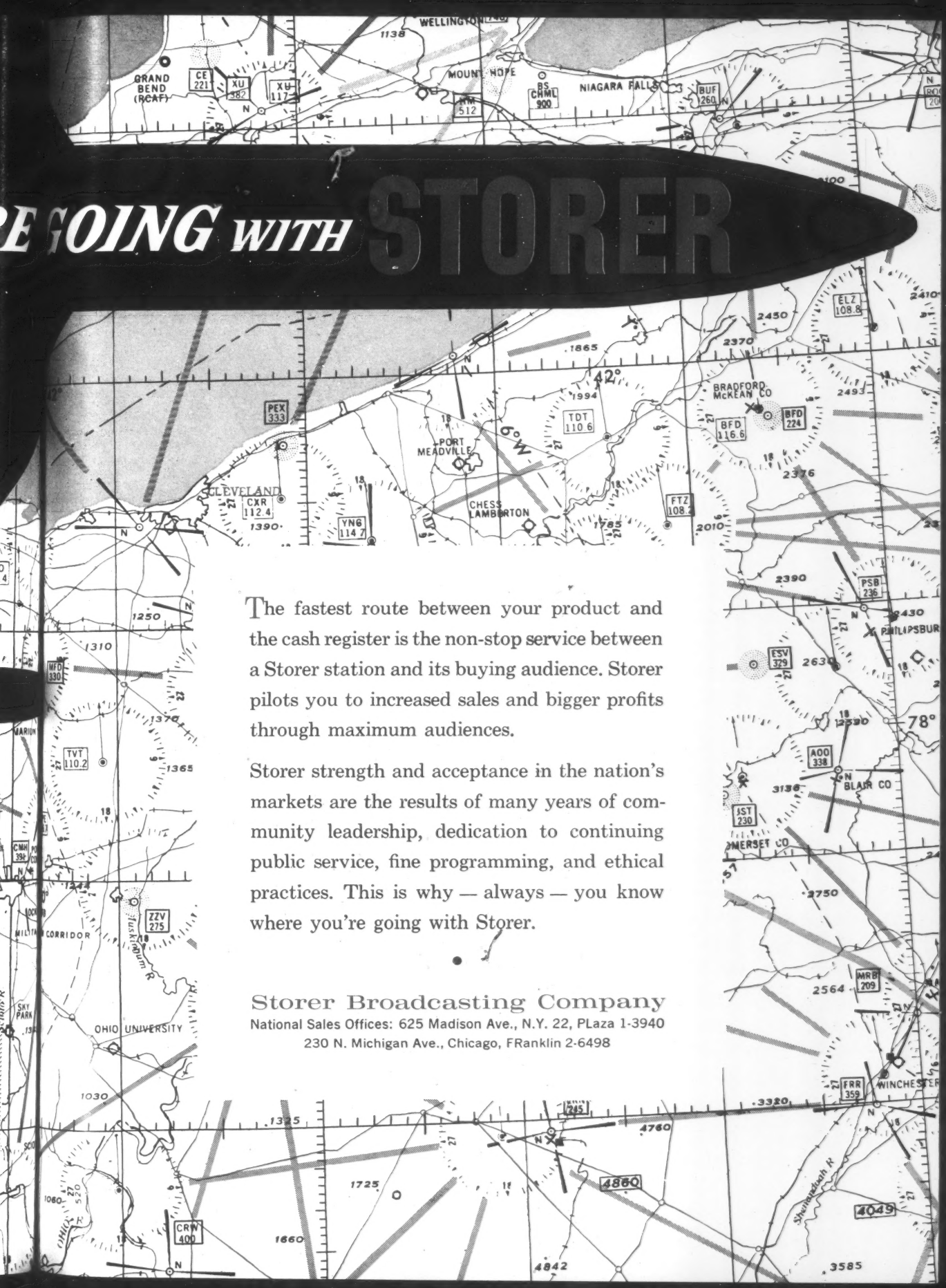
Blair-TV operates on this basic principle: that alert, informed representation is a service vital not only to stations but also to all Advertising and to the businesses dependent on it for volume and profit. From the first our list has been made up of stations and markets we felt in position to serve most effectively. Today these stations cover 56 percent of America's population — virtually 60 percent of its buying power.

In its area each of these stations stands as a power-house of selling force. To help advertisers and their agencies make most profitable use of that force, is the constant objective of our entire organization.

A NATIONWIDE ORGANIZATION **BLAIR-TV** AT THE SERVICE OF ADVERTISING

WABC-TV—New York
W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona-Johnstown
WNBF-TV—Binghamton
WHDH-TV—Boston
WBKB—Chicago
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KFJZ-TV—Dallas-Ft. Worth
WXYZ-TV—Detroit
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
WJIM-TV—Lansing
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KGO-TV—San Francisco
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg


YOU KNOW WHERE YOU'RE G
STORER STATIONS
TELEVISION
Detroit
WJBK-TV
Cleveland
WJW-TV
Toledo
WSPD-TV
Atlanta
WAGA-TV
Milwaukee
WITI-TV
RADIO
Philadelphia
WIBG
Detroit
WJBK
Cleveland
WJW
Los Angeles
KPOP
Wheeling
WWVA
Toledo
WSPD
Miami
WGBS
CHICAGO
BRANCH CO MEM
TRI STATE
JASPER CO
BUNKER HILL AFB
PURDUE UNIV
SPRINGFIELD
MONTGOMERY CO
CLINTON CO AFB
R-109
CINCINNATI
MADISON
87°
84°
42°


RE GOING WITH STORER
The fastest route between your product and the cash register is the non-stop service between a Storer station and its buying audience. Storer pilots you to increased sales and bigger profits through maximum audiences.
Storer strength and acceptance in the nation's markets are the results of many years of community leadership, dedication to continuing public service, fine programming, and ethical practices. This is why — always — you know where you're going with Storer.
Storer Broadcasting Company
National Sales Offices: 625 Madison Ave., N.Y. 22, PLaza 1-3940
230 N. Michigan Ave., Chicago, FRanklin 2-6498

FIRST RATING!

#1

SYNDICATED SHOW IN SEATTLE

"THE FOUR JUST MEN"

51.6% SHARE OF AUDIENCE

25.5 RATING

Tops combined competition in this 4-station market. Wallops: Sea Hunt, Highway Patrol, The Vikings, Rescue 8, Whirlybirds.

Pulse/October, 1959

ITC INDEPENDENT TELEVISION CORPORATION

488 MADISON AVE. • N.Y. 22 • PL 5-2100

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

JANUARY 1960

Jan. 18—Canadian Board of Broadcast Governors opens public hearings for second tv license in Vancouver.

*Jan. 18—Western States Advertising Agencies Assn., dinner meeting. Nikabob Restaurant, Ninth & Western, Los Angeles.

Jan. 19—Los Angeles, Hollywood and Los Angeles Women's Ad Clubs joint luncheon meeting, Hotel Statler, with Richard Ryan, general manager, KLOK San Jose, Calif. (president, Advertising Assn. of the West), as major speaker in an AAW program. Felix Adams, vp, Radio Recorders (Hollywood Ad Club president), will be chairman.

Jan. 19—Radio & Television Executives Society timebuying-selling seminar. Carl Lindemann Jr., vice president in charge of daytime programs, NBC-TV, and Frank Minehan, vice president-director of media-chairman of plans board. SSC&B, discuss "What's The Difference In Daytime Audiences?" Hotel Lexington, New York, noon-2 p.m.

Jan. 19-21—National Religious Broadcasters 17th annual convention, Mayflower Hotel, Washington.

*Jan. 21—FCC deadline for replies to suggestions on how it should regulate tv booster and translator stations.

Jan. 21—Ninth annual **Sylvania** awards, Hotel Plaza, N.Y.

Jan. 21—Radio & Television Executives Society production workshop with NBC on color tv. Ziegfield Theatre, 54th St. and Sixth Ave., New York. Box lunch at noon, demonstration at 12:45 p.m.

Jan. 22-24—Advertising Assn. of West midwinter conference, Lafayette Hotel, Long Beach, Calif.

Jan. 23—Connecticut UPI Broadcasters Assn. winter meeting at 63rd Artillery Group Headquarters (NIKE Command Post), New Britain, Conn. Host: Col. Vester M. Shultz.

Jan. 25—Retrial of former FCC Comr. Richard A. Mack and friend, Thurman A. Whiteside, on charges they conspired to throw grant of Miami ch. 10 to National Airlines. U. S. District Court, Washington.

Jan. 25—Hollywood Ad Club luncheon, Hollywood Roosevelt Hotel. Speaker: Kevin Sweeney, president, Radio Advertising Bureau.

Jan. 25—NAB will testify at FCC's programming hearing in Washington.

Jan. 25-29—National Sales Executives-International St. Louis Field Sales Management Institute, The Chase-Park Plaza Hotel there.

Jan. 26—Radio & Television Executives Society timebuying-selling seminar. Performers Bob Elliott and Ray Goulding quip on the question of whether audiences are "Out-Sophisticating" the sponsors. Hotel Lexington, New York, noon-2 p.m.

*Jan. 26—Academy of Television Arts & Sciences, Los Angeles chapter. Forum on global tv. Speakers include: Merle Jones, president, CBS Stations Div.; Howard Meighan, president, Videotape Productions of N.Y.; Kenneth D. Soble, president, CHCH-TV Hamilton, Ont., Canada; Norman Collins, deputy chairman, Associated TeleVision of London; Greeve del Strother, American representative of BBC Tv; J. M. Duran y Casahonda, public relations director, Telesistema Mexicano, Mexico City, Beverly Hilton Hotel, Beverly Hills, Calif.

Jan. 26-28—Georgia Radio & Tv Institute, Athens. Co-sponsors: Georgia Assn. of Broadcasters, U. of Georgia's Henry W. Grady School of Journalism. Speaker: Sig Mickelson, CBS News president.

Jan. 27—Advertising Research Workshop, Assn. of National Advertisers, Hotel Sheraton-East, New York.

*Jan. 27—Radio & Television Executives Society round table luncheon. Topic: the tv specialists at the corporate level. Speakers: William E. Haesch Jr., advertising manager, radio and television, AT&T, and George T. Laboda, radio and tv director, Colgate-Palmolive Co. Hotel Roosevelt, New York, 12:30 p.m.

Jan. 28-29—Western Canada Television Sales Managers, sales clinic at Calgary, Alta., with speakers from Canadian advertisers, agencies and tv stations on the program. Among speakers will be Bob Watson and Herb Stewart of CHCT-TV Calgary, and Blair Nelson, CFQC-TV Saskatoon, Sask.

Jan. 28-30—South Carolina Broadcasters Assn. annual convention, Hotel Greenville, Greenville. Ken Beachboard of WFBC-TV there will be in charge of the tv sessions.

Jan. 29—Adcraft Club of Detroit, Statler Hotel. Speaker: Robert Hurleigh, president, MBS.

Jan. 30—Oklahoma Broadcasters Assn. annual meet, Hotel Tulsa, Tulsa. FCC Comr. Robert E. Lee and Balaban stations' John Box slated to speak.

*Jan. 31-Feb. 5—American Institute of Electrical Engineers winter general meeting. Special feature: symposium on international communications, Feb. 3. Hotel Statler-Hilton, New York.

FEBRUARY

Feb. 2—Radio & Television Executives Society timebuying-selling seminar. T. Rodney Shearer, vice president, A. C. Nielsen Co., and James W. Seiler, director-president of American Research Bureau, square off on ratings. Hotel Lexington, New York, noon-2 p.m.

Feb. 3—Institute of Radio Engineers Pacific Group, winter convention on military electronics. Main speaker: J.R. Pierce of Bell Telephone Labs on Satellite Systems for Commercial Communications. Ambassador Hotel, Los Angeles.

Feb. 4—Minnesota AP Broadcasters Assn., annual meeting, Minneapolis.

*Feb. 4-6—Golden Gate Metals Conference. Seven technical papers on "Metallurgical Problems in Electronics" will be presented, dealing with such subjects as electron tubes, semiconductors, etc. Fairmont Hotel, San Francisco.

Feb. 5—Advertising Federation of America midwinter conference, Statler-Hilton Hotel, Washington.

Feb. 5-13—U. of Minnesota School of Journalism's 13th radio-tv short news course at the university, Minneapolis.

Feb. 6—Art Directors Club of Los Angeles. Presentation of awards for best advertising and editorial art of 1959 at Statler Hotel there. Prize-winners and other outstanding entries will be displayed for following month at California Museum of Science & Industry.

Feb. 7-9—Advertising Federation of America First District conference, Statler-Hilton Hotel, Boston.

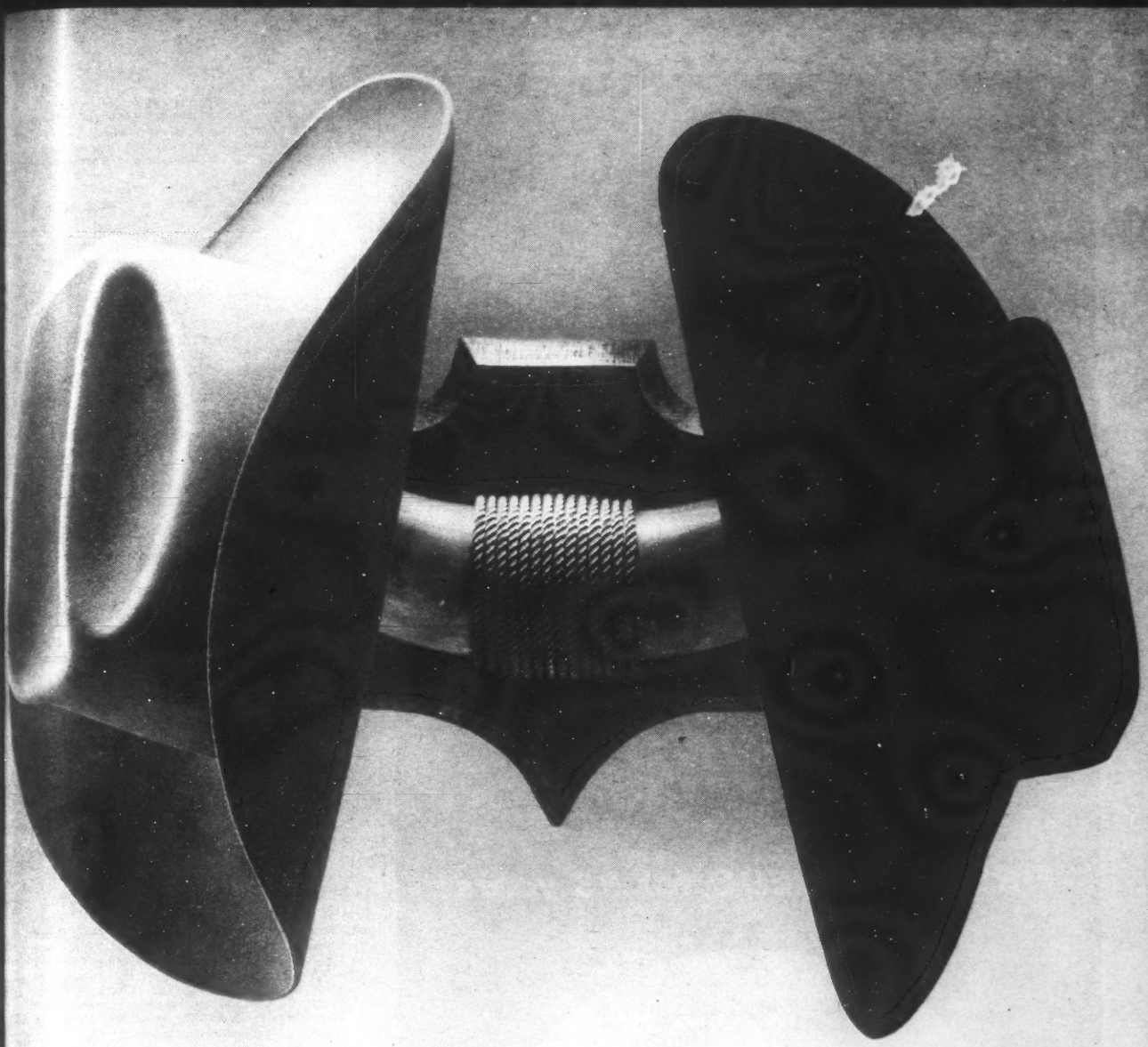
Feb. 8—Academy of Television Arts & Sciences at New York, forum on tv for children and teenagers, CBS Studio 52.

Feb. 8—Minneapolis Sales Executive Club, Hotel Normandy. Speaker: Robert Hurleigh, president, MBS.

Feb. 9—Radio & Television Executives Society timebuying-selling seminar. Ray L. Stone, associate media director, Maxon Inc., and Robert A. Wulfhorst, associate media director, Dancer-Fitzgerald-Sample, discuss the "Station Image Factor In Timebuying." Hotel Lexington, New York, noon-2 p.m.

Feb. 10-12—1960 International Solid-State Circuits Conference, sponsored by American Institute of Electrical Engineers, Institute of Radio Engineers and U. of Pennsylvania, Philadelphia, at the university.

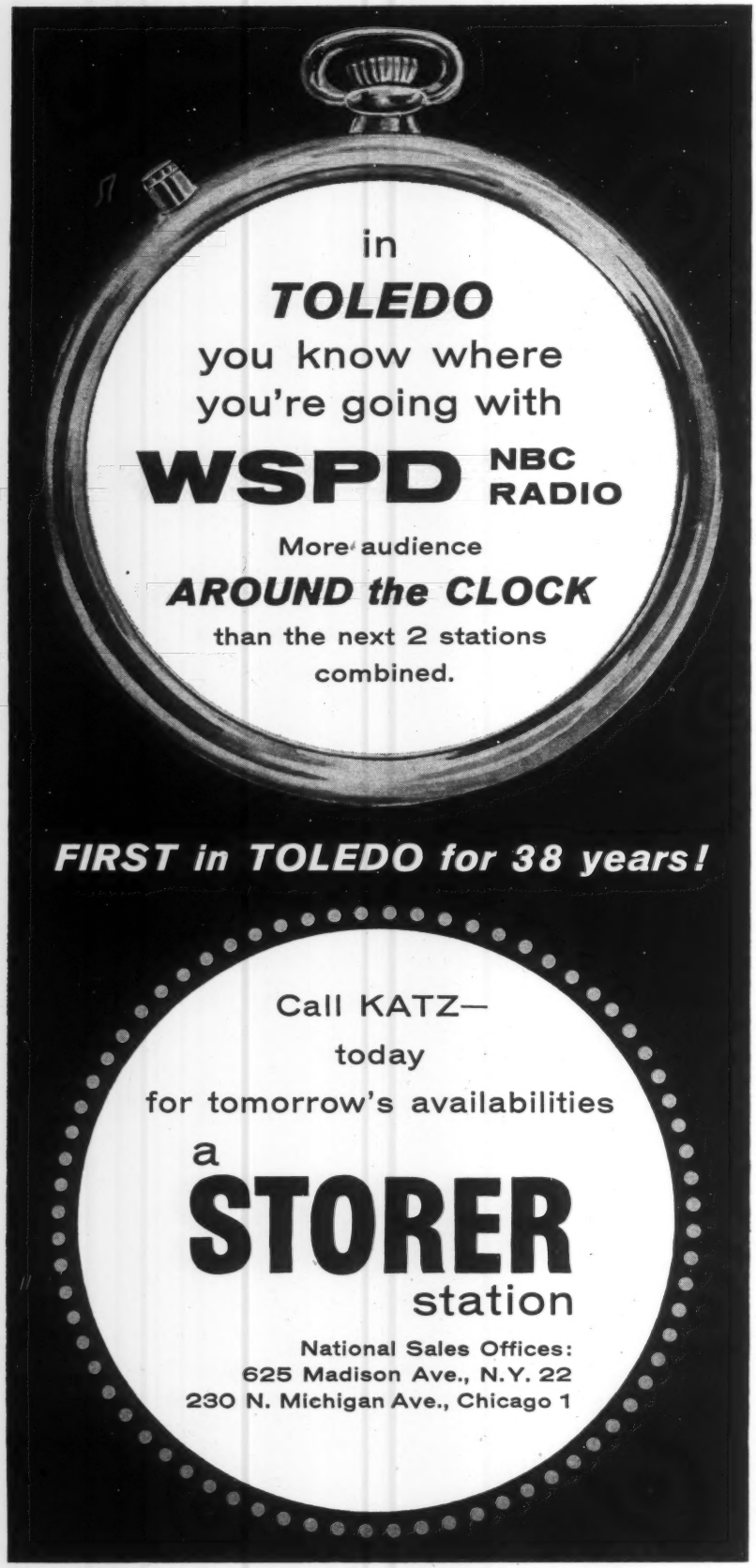
Feb. 11—Houston Advertising Club forum, Shamrock-Hilton, Houston, Tex. Speakers: Donald S. Frost, senior vice president, Bristol-Myers, and



HOW TO TELL THE GOOD-IES FROM THE BAD-IES

Everyone knows the answer: the hero wears a white hat, the heavy wears a black hat. And when the commercial comes on, you don't have to guess long: if the audience remains seated, it's a Good-ie.... Keeping the family rooted to their chairs during the product sell is one of the toughest jobs in television. There's no hero in horse opera to match the advertising agency that can wring major sales and profit from that crucial minute. **N. W. AYER & SON, INC.**

The commercial is the payoff



board chairman of Assn. of National Advertisers; Arno H. Johnson, vice president-senior economist, J. Walter Thompson, and board chairman of Advertising Research Foundation; James S. Fish, vice president-advertising director, General Mills, and board chairman of Advertising Federation of America; Sylvester (Pat) Weaver, board chairman, McCann-Erickson Corp. (International). C. James Proud, president, AFA, will speak at noon luncheon.

Feb. 11-12—British Columbia Assn. of Broadcasters annual meeting, Hotel Vancouver, Vancouver, B.C.

***Feb. 13—American Women in Radio and Television**, Chicago chapter, third annual "closed circuit" conference, Guildhall, Ambassador West Hotel, 8:45 a.m.-4 p.m. Conference fee: $8.50 per person, including cocktails and lunch. Forms and checks should be mailed to: Miss Evelyn Vanderploeg, c/o Arthur Meyerhoff & Co., 410 N. Michigan Ave., Chicago 11.

Feb. 13—Western States Advertising Agency Assn. annual dinner dance at Ambassador Hotel, Los Angeles. Award will be presented to "Advertising Citizen of 1959."

Feb. 13—Institute of Radio Engineers, Washington section, annual banquet. Hotel Statler-Hilton, Washington, D.C.

Feb. 14-20—Advertising Federation of America's National Advertising Week (co-sponsored by Advertising Assn. of the West).

Feb. 15-19—National Sales Executives-International Cleveland Field Sales Management Institute, Sheraton-Cleveland Hotel.

Feb. 16—Radio & Television Executives Society timebuying-selling seminar. Jack Wrather, board chairman, Independent Television Corp., discusses commercial tv in Britain. Hotel Lexington, New York, noon-2 p.m.

Feb. 17—Hollywood Ad Club second annual Broadcast Advertising Clinic, all-day session at Hollywood Roosevelt Hotel. Producers' awards for best tv and radio commercials produced in Southern California during 1959 will be presented at luncheon. Phil Seitz of "Advertising Age" and Bill Merritt of BROADCASTING are again chairmen of the awards committee. Marv Salzman of MAC is clinic chairman.

Feb. 17—Assn. of National Advertisers, co-op advertising workshop, Hotel Sheraton-East, New York.

Feb. 18-23—American Bar Assn. midwinter meeting, Edgewater Beach Hotel, Chicago. ABA board of governors and groups, along with National Conference of Bar Presidents and Fellows of the American Bar Foundation, meet in advance of House of Delegates sessions Feb. 22-23. Progress report on study work with media representatives on controversial Canon 35 (radio-tv access to courtroom proceedings) expected to be filed.

***Feb. 19**—Comments due on **FCC** proposal to add additional vhf assignments to several cities through mileage separation reductions.

Feb. 19—Sales Executives Assn. and Advertising Club of St. Louis, combined meeting, Statler Hilton Hotel. Speaker: Robert Hurleigh, president, MBS.

Feb. 19-22—National Sales Executives-International mid-winter board of directors meet, Robert Meyer Hotel, Jacksonville, Fla.

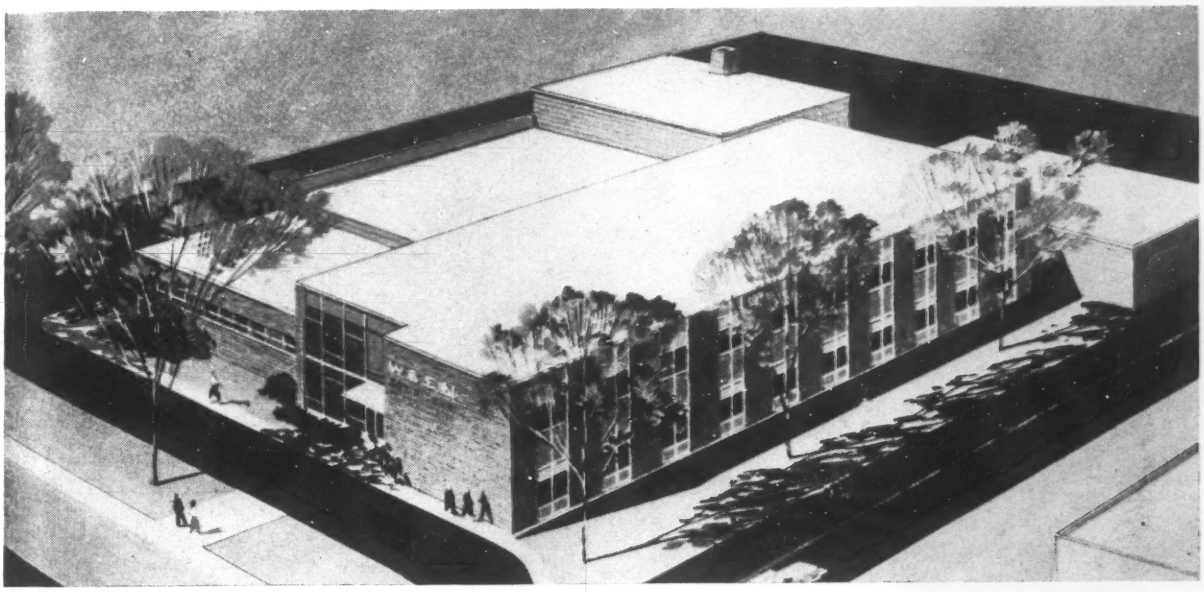
Feb. 23—Radio & Television Executives Society timebuying-selling seminar. Tv personality Dick Clark speaks on the teen-age market. Hotel Lexington, New York, noon-2 p.m.

Feb. 24—Voice of Democracy annual contest luncheon and announcement of national winner, Statler Hotel, Washington.

Feb. 24-25—Fifth annual State Presidents Conference under **NAB** auspices, Shoreham Hotel, Washington. Presidents of state broadcasters associations will attend; Voice of Democracy luncheon will be a feature.

***Feb. 29-March 1—Network Affiliates and Network Officials**, special conference. Shoreham Hotel, Washintgon. Speakers will include Sen. Warren G. Magnuson (D-Wash.), chairman, Senate Interstate and Foreign Commerce Committee; Rep. Oren Harris (D-Ark.), chairman, House Interstate and Foreign Commerce Committee and House Legislative Oversight Subcommittee; FCC Chairman John C. Doerfer and FTC Chairman Earl Kintner.

dedicated to better programming and outstanding service to our clients



WBEN-TV . . . every modern facility for complete programming

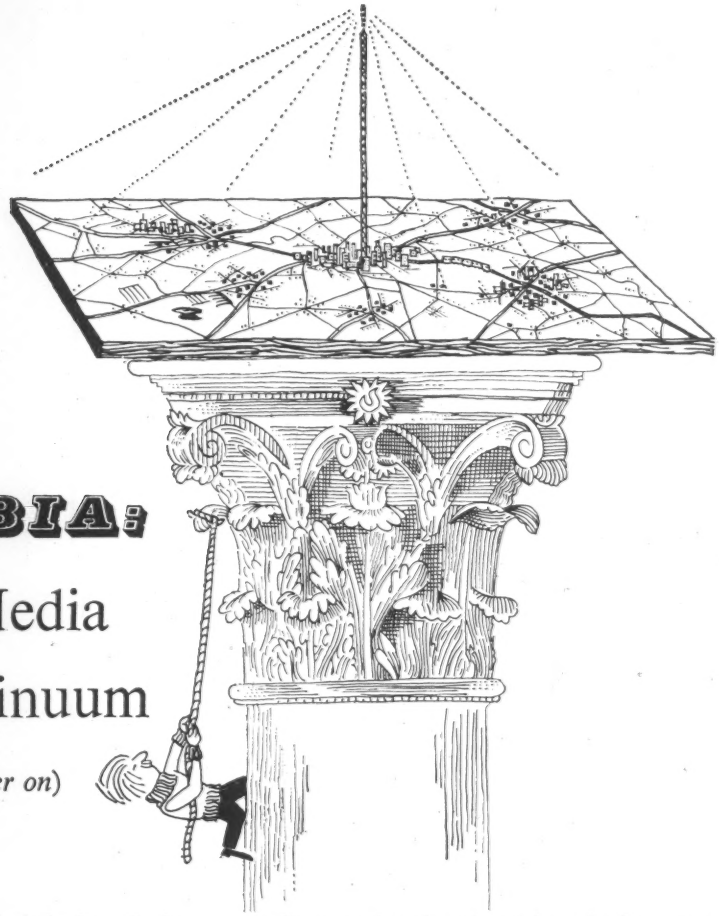
This month, WBEN-TV goes on the air from its ultra-modern studios, control room and offices. These new buildings house important technological advancements for production of television, AM and FM programs.

In combination with the outstanding shows of the CBS Network, WBEN-TV will be able to provide the more than 2,000,000 people of our coverage area that something "extra" which adds up to sales, success and prestige for the client.

To our advertisers this means more effective means than ever before through this proven facility to reach most of the people most of the time, and to make TV dollars count for more on Channel 4.

WBEN-TV
The Buffalo Evening News Station

CH. 4
CBS in Buffalo



TELE-URBIA:

The Market-Media Continuum

(This gets deep later on)

THERE'S a new reality in marketing. Corinthian's name for it is Tele-Urbia. The Einstein-like phrase above describes it beautifully. Now all we have to do is define the description. Hold onto your hats.

America's flowing, exploding population is changing conventional marketing ideas. Data for traditional "metro markets" fail to reflect the change. New residential, industrial and transportation patterns alter marketing and media patterns. Industry disperses. City department stores and supermarket chains become retail networks serving scattered focal points for shoppers. In customs, spending power, and consumption, farm families look like suburban families. New transportation networks tie clusters of miniature metropoli together around larger metropolitan centers.

What medium ties the clusters together? Television. In communication between seller and consumer the clusters—and areas between—are made cohesive by the television signal.

That's the new dimension of marketing. The medium employed as the major sales instrument delineates the market covered, transcends city, county and state boundaries, forms a market-media continuum. Corinthian's name—Tele-Urbia—suggests the urban origin of a television signal whose contour determines the size of a market. The name is new. The concept isn't.

Anheuser-Busch recognized the concept in marketing Busch Bavarian beer. They discarded conventional metro market definitions, marked out "media coverage areas," built a distribution pattern based on television signals, fashioned sales territories, wholesalers' coverage areas, and retail effort after television's superior market coverage, achieved signal success in a remarkably short period.

The Busch Bavarian experience points the way to a profound change in marketing theory and practice. Key to the change is television.

In purely physical terms—ignoring positive values of impact, sight, sound and motion—television best meets modern marketing requirements.

Responsibility in Broadcasting

THE CORINTHIAN

KOTV
TULSA *(Petry)*

KHOU-TV
HOUSTON *(CBS-TV Spot Sales)*

KXTV
SACRAMENTO *(H-R)*

WANE-TV
FORT WAYNE *(Petry)*

WISH-TV
INDIANAPOLIS *(Bolling)*

WANE-AM
FORT WAYNE *(Petry)*

WISH-AM
INDIANAPOLIS *(Petry)*

sting

N STATIONS

OPEN MIKE

Getting the facts

EDITOR: . . . I am attaching a list of the back issues which we would like to have for "clipping purposes." This is another instance when we really want to get the facts and where there is no substitute for the complete and objective reporting which you folks do . . . *—Frank White, Senior Vice President, McCann-Erickson, New York*

Yearbook: agency working tool

EDITOR: . . . the 1959 YEARBOOK . . . is a most helpful and dependable source of information . . .—*William E. Matthews, Vice President and Director of Media Relations and Planning, Young & Rubicam, New York.*

EDITOR: . . I feel sure your upcoming 1960 edition will prove even more helpful as the "bible" for those concerned with buying and selling broadcast media —just as BROADCASTING is a most useful working tool each week. . . .—*Roger C. Bumstead, Media Director, MacManus, John & Adams, New York.*

EDITOR: . . . tremendous document . . . it contains such useful information. . . . —*Arthur S. Pardoll, Group Media Director, Foote, Cone & Belding, New York.*

EDITOR: . . . I am sure that I will be referring to it many times during the coming year. . . .—*Aileen Barry, Grey Adv., New York.*

EDITOR: . . . a welcome addition to my file and I can assure you that it . . . will be used many, many times. . . .—*Frank L. Gay, D'Arcy Adv., New York.*

EDITOR: . . . a very valuable source of reference for people in our business. . . . —*Rollo Hunter, Vice President and Director, Tv and Radio, Erwin Wasey, Ruthrauff & Ryan, New York.*

EDITOR: . . . a magnificent job . . . compiling *all* the vital information all of us need during the year at one time or another.—*Jerome Feniger, Vice President, Cunningham & Walsh, New York.*

[A limited number of copies of the 1959 YEARBOOK, published September, 1959, are still available. $4 each. The 1960 YEARBOOK will be published next September.—THE EDITORS]

Public Affairs Radio Inc.

EDITOR: GREATLY APPRECIATE YOUR TELLING WIDE READERSHIP OF OUR INAUGURATION PUBLIC AFFAIRS PROGRAM SERVICE TO RADIO (BROADCASTING, JAN. 4). HOWEVER, NOTE THAT NAME IS NOT PUBLIC AFFAIRS INC. BUT PUBLIC AFFAIRS RADIO INC.—GUTHRIE E. JANSSEN, PRESIDENT, PUBLIC AFFAIRS RADIO INC., NEW YORK.

Mattel Inc. is sponsor

EDITOR: We thought you would want us to call your attention to the information which is listed in BROADCASTING, Jan. 4, page 74, under the title of Tv Network Showsheet. Under Sunday afternoon, ABC-TV, 5-5:30 p.m., *Matty's Funday Funnies*, the correct listing should [indicate that] the program is sponsored by Mattel Inc., toymakers, and is on film, which is owned by Harvey Films Inc.—*Alfred Harvey, President, Harvey Films Inc., New York.*

Attorney General's 'blue book'

EDITOR: Congratulations on the editorial: "Blue Book II" (Jan. 11, page 112)—a super job. — *Ray Henle*, Three-Star Extra, *Washington, D.C.*

[The editorial observed that while FCC's 1946 Blue Book and Attorney General Rogers' 1959 blue book report on tv were different in substance, their intent was the same: each advocates censorship. — THE EDITORS].

'Minds in conflict'

EDITOR: In my years of reading BROADCASTING, "Minds in conflict" (Dec. 7, 14) are two of the best-reasoned editorials I have ever read.—*Carl J. Burkland, Television Information Office, New York.*

[Reprints containing both editorials are available, 10¢ each.—THE EDITORS].

Station cost analysis

EDITOR: Please send two reprints ["Madison Ave. to Main St." May 14, 1956, station cost breakdown] . . . —*Stuart H. Barondess, Sales Manager, WRAP Norfolk, Va.*

EDITOR: . . . two reprints . . . —*Ronald Woodyard, President, WONE Dayton, Ohio.*

[Limited number of reprints available, 5¢ each.—THE EDITORS].

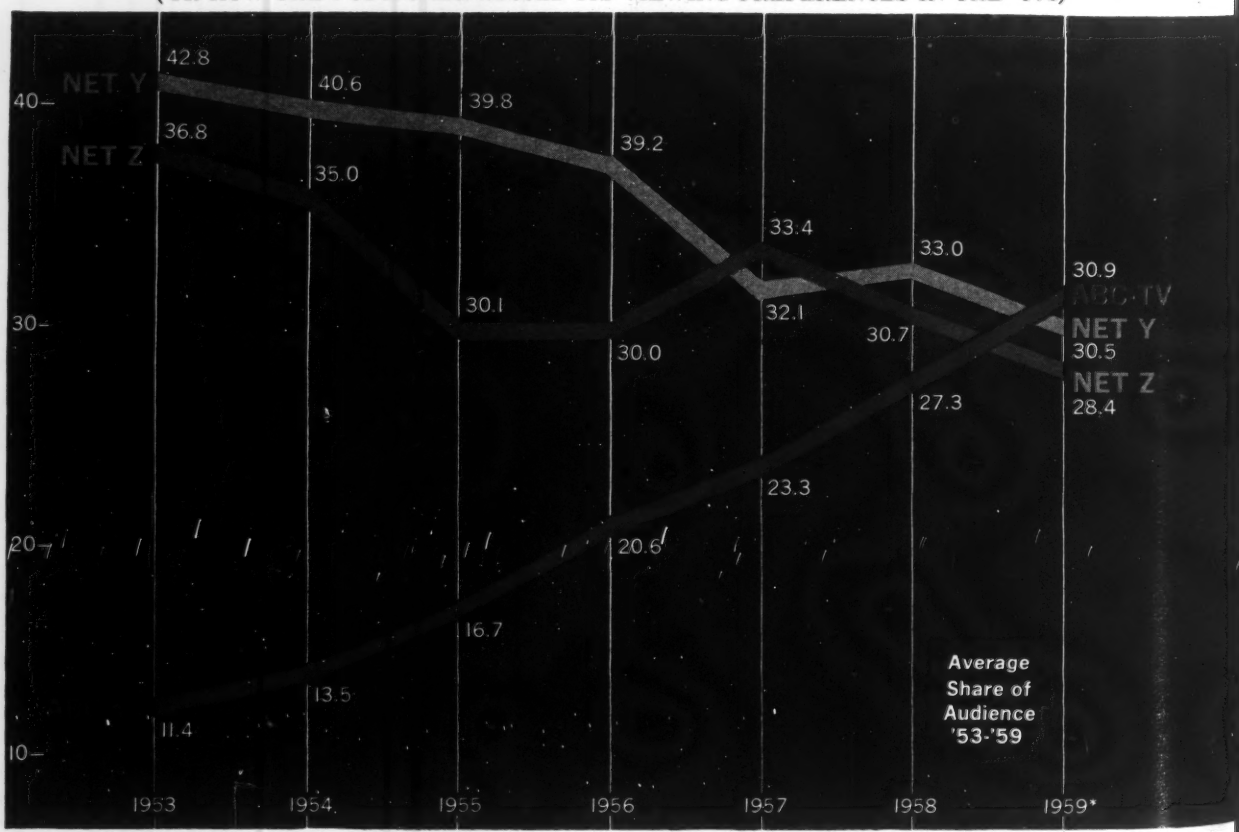
BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

This is cultural democracy in action:

(OR HOW THE PUBLIC EXPRESSED ITS VIEWING PREFERENCES IN THE '50s)



SOURCE: †SUNDAY-SATURDAY 8-10:30 P.M. NIELSEN MULTI-NETWORK MARKETS, DEC. 1953-1958. *NIELSEN 24 MARKETS, DEC. 1 1959.

In the '50s television came of age. Its growing pains were necessarily marked by occasional dislocations and disenchantments as well as by many brilliant cultural achievements.

And in the '50s, as television emerged as the world's largest mass medium, it became clear that the television audience is actually *many* audiences, with widely diverse tastes.

The programming obligations of the broadcasters must therefore be based on a democratic concept of cultural freedom—that is, the rights of the people to want what they want when they want it.

Obviously no one is told what to watch in this country. Instead of arm-twisting, we go in for dial-twisting. It is this broad freedom of choice, as it naturally evolved in the '50s, which makes the graph on the left worth noting. This graph shows at a glance how *consistent* has been ABC's gain in average share of audience† over the peak viewing periods of seven Decembers.

Today, in a medium where cultural democracy supplies the most definitive of measurements, ABC has now gained the largest share of audience.* This is an expression of popularity achieved, it would seem, by giving *more* people what they want when they want it. This will continue to be our goal for the *sixties*.

ABC TELEVISION

MONDAY MEMO

from **S. J. FROLICK,** *senior vice president, director of tv and radio, Fletcher Richards, Calkins & Holden Inc., New York*

For tv commercials: writer-producers . . .

In the past few months several business news stories have touched on the problems occurring between writers and directors in the production of tv programs. Not long ago an article dealt with the emergence of the "writer-producer" in 17 (count 'em) dramas on tv this season. Among the talented men with this "new" dual title were such outstanding tv authors as Rod Serling and Robert Alan Aurthur.

Yet, for nearly 14 years (since early 1946), our agency has used "writer-producers" in the preparation of our tv commercials and with more than a fair share of success.

Too Many Cooks • We hold that in most agencies today, the many tv "specialists"—one for writing the commercial, another for "selling" it to the client, a third for casting, and a fourth for "producing", and so on—add up to "too many cooks" spoiling the commercial broth.

We are thoroughly convinced that a good "writer-producer" can do a much more effective job in turning out cohesive commercials than can separate "writers" and "producers."

In the writing stage of the commercial, the writer-producer is able to work with a specific production technique or performer in mind. After he has put his ideas to paper and worked with his tv art director to convert his commercial to storyboard form, can anyone be better equipped than he to "sell" it to the client?

No Divided Responsibility • In the production stage, the writer-producer supervises his own casting. (If he feels a typical housewife is right for the part he has written, he need not settle for the young starlet another agency producer "thought" he meant.) Our writer-producer not only selects the film production company, but he is able to improve the commercial in every stage of its development right through to final editing.

If a scene plays better by changing a line, our writer-producer can make the change. He was there when the storyboard was presented to the account group and the client, so he knows what can give and what can't. And since the responsibility is solely his, our writer-producer can make on-the-spot decisions that many "producers-only" cannot.

Recently, for example, a new client of ours, offering real estate for sale in Florida, completed a schedule of participations on the *Today* show on NBC-TV. As usual, our writer-producer system paid off handsomely. Because he knew first hand what production limitations exist on the show and how Dave Garroway is most effective in selling a product, the writer-producer started with a basically sound approach. And because he's as familiar with film production as with live, he accompanied Dave Garroway to Florida to supervise the one day's filming in and around our client's newest subdivision.

While there, our writer-producer discovered scenes that were even more appropriate than those originally conceived. So on location, our writer-producer merely changed his scripts to make them accommodate the better footage. This is just one of the ways I know where a better job can be accomplished for a client while saving both time *and* money!

Sy Frolick was born in 1922 in Montreal. His family moved to New York in 1939 and he went to New York U. After graduation in 1942 he enlisted in the U.S. Coast Guard, serving as boat wave commander in five D-Day landings in the Pacific. Mr. Frolick joined his present agency in early 1946 (it was Campbell-Ewald Co. of New York then) as radio copywriter for the Eastern Air Lines account and soon after began writing and producing for tv. (Agency became Fletcher D. Richards Inc. in 1948.) He was elected vice president in charge of tv and radio in 1954 and senior vice president shortly after Richards' merger with Calkins & Holden in early 1959.

For U.S. Royal Tires, for U.S. Keds, for Eastern Air Lines, for the National Guard—for each and every one of our broadcast accounts—we have examples of how this method of creating and producing commercials has paid off through the years.

Never Any Quibbling • With the writer-producer system, there's never any quibbling after a commercial has been completed. No "writer" accusing the "producer" of poor taste or of misinterpreting the video directions; no "producer" insisting that nobody could have made a successful commercial out of what the "writer" wrote.

Lest you think this does not happen at your smoothly run agency, just ask your writers, directors and producers how much of their valuable time is devoted to the unproductive pastime of fighting each other before and during—and blaming each other after—the production of the average commercial.

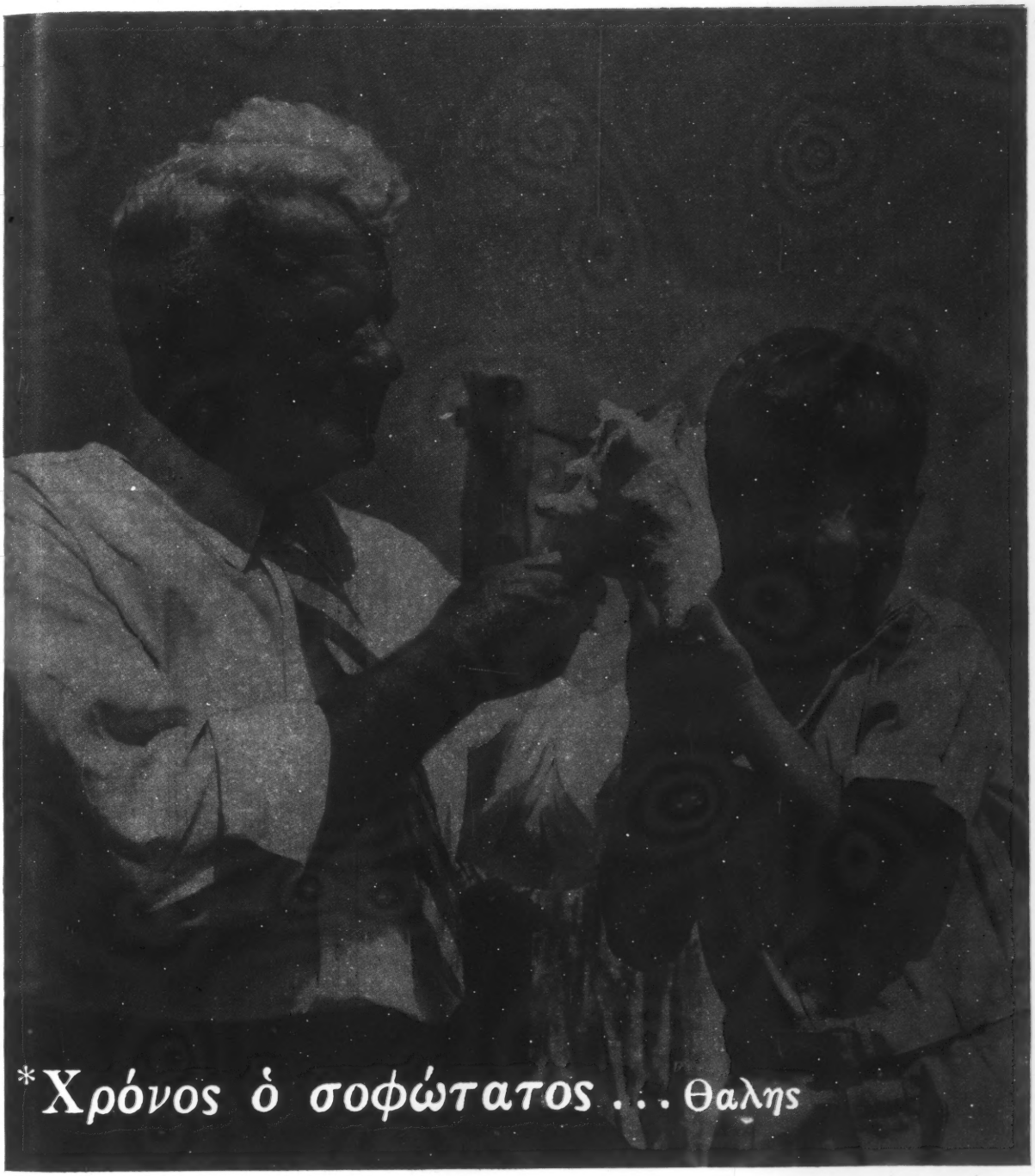
Last month, one of New York's morning newspapers carried the following ad in a large box in the business section:

"Tv Writer-Directors

"Note that hyphen. A major N.Y. agency needs several tv writer-director *combinations*. This means that if you can write tv you don't have to sit around and wring your hands while someone else botches your work. Here you direct it *yourself*. You're responsible for the excellence of a commercial from start to finish." [etc.]

The ad was not ours. The philosophy is. Its appearance may be the forerunner of many more like it. At the risk of an irate letter or two (from some of the many agencies which employ separate tv writers and production people), I can't help but wonder why the writer-producer system our agency has been using for almost 14 years is still so rarely employed by the larger agencies in New York.

. . . instead of writers and producers



Few things resist the exposure of TIME. So, if EXPOSURE for your sales message is your certain goal, then it follows that the wisest use of TIME will accomplish your purpose more directly.

WBAL Television 11 in Baltimore provides you with a direct line of communication with the Maryland market and to the people you want to reach at the TIME you need to reach them. Our fine NBC and local programming, our excellent record of Public Service, our constant effort to integrate our station with the life of our community . . . assure you of a large and loyal audience at any TIME.

"The wisest thing is time . . . " so the philosopher says. In the Maryland Market, a WISE TIME BUY is WBAL Television 11.

NBC Affiliate/Channel 11/Associated with WBAL-AM & FM.

WBAL-TV BALTIMORE

Nationally represented by Edward Petry & Co., Inc.

*THE WISEST THING IS TIME . . . *Thales*

Sure Is A Happy New Year

For **CHANNEL 10** Rochester, New York

According to The Latest Nielsen Report:*

CHANNEL 10
Carries
11
of Rochester's
TOP 12
Programs!

1. THE TEXAN	53.0
2. GUNSMOKE	50.5
3. HAVE GUN, WILL TRAVEL	50.0
4. FATHER KNOWS BEST	47.3
5. SEA HUNT	46.5
6. DENNIS THE MENACE	46.1
7. ED SULLIVAN SHOW	45.4
9. PERRY MASON	43.2
10. TIGHTROPE	42.5
11. MR. LUCKY	41.3
12. WANTED, DEAD OR ALIVE	40.8

Afternoons and Evenings, when TV Audiences are Largest, **CHANNEL 10's** Share is

56% Noon to 6:00 P.M.
54% 6:00 P.M. to Midnight

"10" Has The LARGEST Share-of-Audience Over-all, Sign-On To Sign-OFF!

*Nielson 4-week Survey, Oct. 11 to Nov. 8, 1959

CHANNEL 10

ROCHESTER, N.Y.

(WVET-TV • WHEC-TV) CBS BASIC • ABC AFFILIATE

THE BOLLING CO. INC. • NATIONAL REPRESENTATIVES • EVERETT-McKINNEY, INC.

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Combining the best of
Northern Indiana Broadcasting

WKJG-TV and WKJG Radio

FORT WAYNE

and

WSJV-TV and WTRC Radio

SOUTH BEND-ELKHART

Announce the appointment of

THE BRANHAM COMPANY

as National Sales Representative

Effective: This date

John F. Dille, Jr.—President

WKJG-TV

Edward G. Thoms—Vice Pres. & Gen'l Mgr.

Carleton B. Evans—Sales Manager

WSJV-TV

Paul C. Brines—Vice Pres. & Gen'l Mgr.

Vincent Boyle—Sales Manager

EXPLOSION!

That sound you're hearing from the lower left hand corner of America isn't caused by nuclear fission. It's the 19th market . . . bursting wide open. San Diego. Working, playing and buying at a furious pace. And KFMB Radio echoes the healthy, vibrant sounds. CBS speaks from around the world. Our own reporters know this market intimately — and vice versa. Happy music, nice personalities. Variety. Overall, San Diego's own bounce, pace and life captured by the station with the biggest audiences in the better part of Southern California. We have a corner on this corner of the country and it will throw open its pockets and purses for you through us. Touch our fuse and —stand back!

KFMB RADIO CBS **SAN DIEGO**

REPRESENTED BY EDWARD PETRY & CO., INC. A TRANSCONTINENT STATION

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

January 18, 1960

Vol. 58 No. 3

WILL AGENCIES YIELD TV CONTROL?

To this touchy question many still say no; but some are beginning to think divorcement from programming may turn out to be workable

There's a hard core of resistance among many major tv advertising agencies to a publishing concept carried to an ultimate extreme.

But there's also an articulate minority that believes a system removing television advertisers from program control might prove workable.

The point where most agency executives balk: Any proposal that will reduce or otherwise weaken the association of an advertiser with a tv program specifically purchased for the "inherent" values the association provides.

Shades of Opinion • There are all shades of opinion which match the variety of definitions of interpretations as to what actually constitutes a publishing concept. Some of these opinions:

- A feeling that it won't ever come about.
- Assertions that the concept already exists in one form or another.
- A prediction that agencies as well as advertisers will battle against complete network program control.
- The minority view that it can happen and that advertisers can learn to live with it successfully.

These opinions were gathered last week in a series of BROADCASTING interviews with veterans among the executive ranks of major agencies.

Executives personally interviewed included among others: Lee M. Rich, vice president in charge of media, Benton & Bowles; John P. Cunningham, board chairman, Cunningham & Walsh; William B. Lewis, president, Kenyon & Eckhardt; C. Terence Clyne, vice chairman of the new McCann-Erickson Advertising (USA) and President of M-E Productions Inc. (see story, page 30), and William E. (Pete) Matthews, vice president in charge of media relations and planning, Young & Rubicam.

Each interprets differently what constitutes a "publishing concept." In an attempt to draw focus on the question, one agency executive rapidly developed an historical frame of reference (see page 28).

What Is It? • What is the publishing concept? One form of it now in use, according to the agency viewpoint, is that employed by ABC-TV in its "Operation Daybreak" (daytime programming) and curiously enough fostered by an agency—Young & Rubicam. This provides participations in a programming block, the advertisers rotated within the schedule.

Another is the sale of minute participations in prime evening time. This method is employed now on a limited basis by both ABC-TV and NBC-TV. (CBS-TV thus far has restricted segmented selling to "thirds.") In this version, advertisers participate with several other advertisers in a few shows.

There are the current concepts—new and under study—that are being forwarded by two networks (ABC-TV and CBS-TV). ABC-TV proposes to block out nightly periods at different times through the week and use them as publishing concept carriers (CLOSED CIRCUIT, Jan. 11, Dec. 28, 1959). In the ABC-TV plan, advertising messages would rotate through the schedule (of perhaps an hour each night), not unlike the network's Operation Daybreak.

CBS' Plans • CBS-TV has not revealed publicly what it has in mind (CLOSED CIRCUIT, Dec. 21, 1959). But this is CBS-TV's plan as agency executives say they have heard it on a "Would you be interested if we did something like this?" basis:

On certain nights of the week, the network would set up a schedule of, say, 7:30-8:30 p.m. for children's programming, 8-10 p.m. for strong entertainment and 10:30-11 p.m. for public affairs (or public service) programming. The advertiser would place two minute participations in entertainment and one in the public service block. Messages might be rotated (an advertiser which has a product of special ap-

MR. LEWIS MR. CUNNINGHAM MR. RICH MR. MATTHEWS

In high agency levels, a division of opinion about control

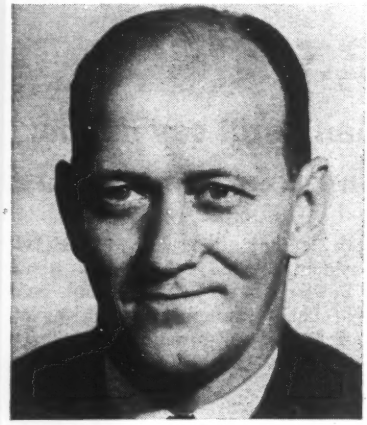
A big step toward publishing concept

The proposals of keeping advertisers out of television programming got its first cash-on-the-line advocate last week. Standard Oil Co. (New Jersey) announced it will sponsor *Play of The Week* on WNTA-TV New York for 13 weeks beginning Feb. 8, with options on a three-year run. The contract notes specifically that Jersey Standard will have no voice in selection of dramatic properties or casts or in any other production matters.

An authoritative guess is that the 13 weeks will cost Jersey Standard $600,000, or something like $50,000 a week for two hours daily on the station. The sale was handled by Ogilvy, Benson & Mather, New York, which ordinarily handles only the institutional magazine advertising for Jersey Standard.

In a further departure from usual sponsorship practice, Jersey Standard said it would use only three commercials in the two-hour show (Tv Code regulations permit 12 minutes), and that placement of the commercial breaks would be at the discretion of the show's producers. The commercials will be institutional for the parent Standard Oil Company, and will not sell any particular product.

Mature Audience • M.J. Rathbone, president of Jersey Standard, said that "from its beginning, *The Play of the Week* has attracted an audience of mature and thoughtful people in the world's largest metropolitan area. This is an audience which Jersey Standard wishes to reach with institutional messages about its policies and activities. Thus we feel our sponsorship represents sound business."



STANDARD'S RATHBONE
Hands off programming

Few observers would disagree with Mr. Rathbone. In addition to whatever benefits it might get from commercials on WNTA-TV, it was bound to get favorable editorial mention as an advocate of prestige television in a time when the medium and its advertisers are under strong Washington attack. To Jersey Standard, a company whose size ($8-9 billion annual volume) makes it a tempting target for antitrust attack, this would be a considerable "plus." More than that, it's understood the company will use *Play of the Week* in private or closed-circuit showings around the world in a public relations campaign to combat the "ugly American" aspects of both the U.S. and U.S. big business. Overseas business accounts for about 65% of the company's volume, it was reported.

Ely Landau, chairman of National Telefilm Assoc., and Mal Klein, vice president-general manager of WNTA-TV while admitting "the climate is right" for both the show and the particular sale, argue convincingly that *Play of the Week* is a good buy from a media standpoint, too. While the ratings have been low (from 0.8 to 3.6 for weekly averages on individual programs), they point out that means at least 2.4 million people a week see the show. More importantly, they cite Nielsen statistics which say the program's audience is composed of 93% adults, 6% of teenagers. Other studies of that audience indicate the program is reaching "the people who watch television least, the most."

The Play of the Week is produced by NTA Productions, a subsidiary of NTA, and is sold to WNTA-TV for something like $20,000 a week. Its production budget, around $45,000 per show, is extremely low considering the properties involved. Most are plays which have appeared on- or off-Broadway, and all star name actors work at minimum scale. The Jersey Standard sale means that

peal to youngsters, say a Kellogg Co. would weight its messages two in the children's programming area and one in public affairs).

Already this approach to the publishing concept has run into opposition. As Mr. Clyne of McCann-Erickson sees it: A sales pitch that in essence says you must buy a bottle of blend to get two bottles of Scotch. Public service shows, he observes, ought to be sold "on their own merits and as a good buy."

Other agency executives attack the proposals on a similar vein, displaying resentment to what they consider network "defeatism" and an attitude of disbelief that an advertiser itself would sponsor public service programming.

How Deep the Roots? • But the resistance is more deep-rooted than injured pride. The agency executive whose prevailing attitude is to protect the advertiser's association with a program effort asks: how would the publishing concept serve the tv interests of a Westinghouse and its *Desilu Playhouse*, a Chevrolet and its Dinah Shore vehicle, a Kraft and its *Perry Como*, a Ford and its *Startime* and many advertisers which sponsor specials.

In fact, ask the vocal "opposition," what would happen to specials in a publishing concept? As they are currently programmed, the cost is about twice the non-special rate per minute commercial. What advertiser would be willing to pay about $75,000, this argument goes, for the privilege of sponsoring a single minute in a show in which other advertisers will share?

Mr. Cunningham, however, projecting the advertising climate into that of a publishing concept in tv, would expect the single advertiser sponsorship to continue so long as the advertiser is contractually interested in doing so.

Study Proposed • It's Mr. Cunningham's proposal that networks and station operators assume full editorial responsibility. He wants the tv industry to set out on a long-term study of whether or not the current method of sponsorship is in the public interest. The study would be done by a special commission representing all facets of the tv business and the tv audience.

He reasons that it may well be that commission would decide on the publishing concept as in the public interest. While not advocating or endorsing such an eventuality, he envisions such a system whereby an advertiser might buy a block of commercials, perhaps 20 in a 13-week cycle.

Mr. Cunningham, points out, however, that in any such complete separation of advertising and editorial content on tv, it would be necessary for the advertiser to know in advance where his messages would be placed so that he could make changes in the positioning of his advertising when necessary.

One agency spokesman speculates that regardless of how far the publish-

WNTA-TV will show a profit on its books while NTA productions will show something like a $25,000 weekly loss. Bookkeeping aside, it would appear the show will now break slightly less than even. It's anticipated future prospects for syndication in other markets could put the venture into the black.

Under the minimum-scale provisions now in effect such stars as Helen Hayes, Judith Anderson, Dana Andrews and others have done *Play of The Week* for $650 per show, the same price paid any actor who has over five lines. If the show goes into syndication, all players, technicians and others involved would command full network scale, with the stars sharing in profits as well. It's not known when syndication will happen, although Mr. Landau expects it "soon." Expressions of interest have come to NTA from all over the country, the strongest from a coalition of Westinghouse Broadcasting Co. and the *Washington Post* tv stations (BROADCASTING, Jan. 11). The costs of such a show in syndication have not yet been pinned down.

Aside from the obvious implications of the Jersey Standard buy, Mr. Landau and his associates think that it's proved another truth: That the viewer can get the kind of television he wants if he'll speak up about it. Over 30,000 letters (and $600 cash) flooded WNTA-TV after Jack Gould of the *New York Times* solicited viewer response through his column. Some of the letters, praising the show and urging its continuance, contained as many as 300 signatures. This viewer response was a major factor in persuading Jersey Standard of the program's value, it was asserted.

. . . and a big step away from it

McCann-Erickson, which billed $108 million in radio and television in 1959, appears unimpressed by arguments which put forth the publishing concept as a future method of programming and of doing business.

MR. CLYNE

The agency last week announced the formation of a new division, M-E Productions, which will be headed by C. Terence Clyne, its top radio-tv executive. This is part of a general reorganization at the agency (story page 30).

As explained by Marion Harper, M-E's board chairman-president, and other M-E executives, this unit will handle all programming, either network or spot (via syndication). The unit also will be equipped to enter into pilot production arrangements with agency clients. (There are no such immediate plans, although some M-E clients are reported to be ready to support a pilot should a presentable property be found.) These contracts would provide for the agency to take the financial risk but advertisers could share in the financing if they desire residual or other rights.

Mr. Clyne voices sharp opposition to a trend to a publishing concept in tv. This falls into a three-point complaint:

1. Networks are not equipped in creative manpower to make decisions on all programming they carry.

2. The networks would follow a disastrous course if they chucked out the benefits of other experienced people in the business of choosing programs and whose track records, he avers, are better than the networks'. (He cites Monday night during which he says sponsor "initiated" shows on CBS-TV are doing better than network owned or financed shows on the other two networks.)

3. Television will lose "tremendous" commercial values if tv investors (advertisers) are limited to announcements. He adds that the medium for some of these advertisers would then not be "worth the price."

He points out that 80% of tv specials on the air this season were initiated and bought direct by the advertisers—in some instances over the "reluctance" of the networks.

That McCann-Erickson expects to keep its own hand in television also was indicated last week with the disclosure by Mr. Harper that Frank White, senior vice president and treasurer, would direct an internal effort to assure moral and ethical advertising for which the agency is responsible in placing advertising in the "mass media."

ing concept goes in separating the advertising from the program, there still could be a time when the advertiser and network would "tussle over a program, the advertiser suggesting that perhaps the show is not quite right for the period in which it is placed, or perhaps for the product the advertiser is advertising."

Effects on Agencies • What would happen to the agency as it is now known should the publishing concept prevail as the method of doing tv business? Speaking hypothetically, this is the composite picture constructed by the agency spokesmen:

There would be new cost structures. Most likely advertising messages would be priced on a formula to include time and talent, which would be commissionable on a package rate.

The programming department in the major tv agency would be reduced in size and probably would become a minor and integrated function of the buying or media department.

Agencies would expect a single rating service, perhaps even a guaranteed circulation (by network and by certain specified classifications of time).

The agency's function would be to throw its selling emphasis into the commercial message, for it would have to stand alone.

The agencies agree unanimously that the loss of the commission now collected on production costs of a show would not constitute an overriding basis for objection to the publishing concept. All of those executives interviewed felt that a new network price structure would absorb the production cost and that advertisers would purchase—through their agencies—on the basis of time and talent adjusted to delivered audience circulation values.

A problem seen by one agency spokesman: It might be necessary for the networks to set an average for all programs scheduled under the publishing concept on what share each network delivers as an entity out of the total tv share of audience.

Tv's 'end' result

Tv has been blamed for many things, but the industry got an unexpected pat on the back at the International Home Furnishings Market in Chicago last week. Morris Futorian, president of Futorian Stratford Furniture Co., credited tv with being the "greatest boon" to the upholstered furniture field. "Watching tv wears out furniture and causes more people to spend more time at home and therefore to become more aware and critical of their surroundings," he claimed. He said his company is about 20-25% ahead saleswise over January 1959 market.

McCANN'S CREATIVE DISTILLATION

'Pure advertising' agency tops evolution of functional divisions

A new concept in advertising agency operation, with "pure advertising" centralized in one division and with other services performed by separate units instead of subordinate departments, was put into effect by McCann-Erickson last week.

Chairman and President Marion Harpart Jr. called it the fruition of a natural evolution that has been going on within the McCann organization for the past few years. Here is how it works out:

• McCann-Erickson Adv. (USA) is formed as a "pure" advertising agency which, like the three other line divisions, will draw on other units for non-advertising functions, such as research, publicity, finance, etc. It is unique, according to McCann officials, in its concentration solely on creative advertising functions. Its billings are estimated at $170 million a year, which would make it one of the world's four or five biggest agencies.

• Marschalk & Pratt, which merged with McCann in 1954, becomes the McCann-Marschalk Co., another division of McCann-Erickson Inc., and will operate on the traditional agency basis, with self-contained departments. Its billings come to about $30 million a year.

• Research, sales promotion and public relations services are consolidated in another division through the grouping of the Marplan Div. (formerly Market Planning Corp.), SCI Div. (formerly Sales Communication Inc.) and CCI Div. (formerly Communications Counselors Inc.) into Communications Affiliates Inc.

The line division, also including McCann-Erickson Corp. (international), will be served, as needed, by service divisions including the newly created M-E Productions (see story this issue) and the Advanced Projects Div., to be headed by Matthew J. Culligan, currently executive vice president in charge of the NBC Radio network (see WEEK'S HEADLINERS, page 10).

C. Terance Clyne, who has been senior vice president in charge of radio-tv, becomes vice chairman of McCann-Erickson Adv. (USA) and also president of M-E Productions Inc., in which all television and radio programming activities will be centered. (Production of commercials and the placement of announcements in spot radio and tv will be handled by the media department of McCann-Erickson Adv. (USA) or McCann-Marschalk.) Mr. Clyne also continues his duties as a management service director.

Advance Projects Division • Mr. Culligan's duties, which he will assume March 1, include the planning and organization of new services, realigning existing services, anticipating and making arrangements to meet changing needs of clients and, as head of what the agency calls "Operation Thrust," developing plans to achieve for McCann and its clients maximum benefits from the booming economy forseen for the new decade.

Among specific projects already in progress which will come under Mr. Culligan are the research study to determine the factors that make successful commercials, started last year and expected to be released to the industry this year; the perception laboratory, which has spent some $2 million in research since World War II; and the marketing communications workshop. He also will take on certain company-wide activities which currently are handled by Chairman Harper and Wilbert G. Stilson, executive vice president and coordinator of operations for the parent company.

Mr. Harper said Mr. Culligan will concern himself with television, "as we all do," but would have no line duties in this field. His duties also will cut across international as well as domestic activities.

Specialists Specialize • In announcing the formation of the new divisions, Mr. Harper said McCann-Erickson Adv. (USA's) concentration on "pure" advertising "enables advertising professionals to concentrate on their own speciality without becoming entangled in the technicalities of communications outside their immediate area.

"At the same time, research, sales communication and public relations have been taken out of advertising's shadow and given their rightful place in marketing strategy. The effective coordination of advertising with all other marketing elements is made possible through the already established mechanism of the 'product group'."

The new arrangement, he said, separates specialists into their own respective groups and gives them co-equal status with other specialists—sets up an organization chart which gives none of them reasons to consider themselves second-class citizens in relation to other experts.

Asked whether the new arrange-

McCann's planners • Marion Harper Jr. (l), president and board chairman of McCann-Erickson Inc., reviews new responsibilities of Matthew J. Culligan (r) in BROADCASTING interview following announcement that Mr. Culligan, now executive vice president in charge of NBC Radio, will move to McCann on March 1. Mr. Culligan will be board member and general corporate executive in charge of Advanced Projects Div., responsible for developing new services, realigning old, working out ways for McCann and clients to meet challenges and grasp opportunities of booming economy foreseen for this "decade of incentive," before finally succeeding. Mr. Harper said he'd been trying to hire Mr. Culligan for eight years.

NEWSMAKER STATION of the WEEK

WXLW

5000 Watts 950 KC INDIANAPOLIS, INDIANA

the PIONEER of ADULT PROGRAMMING

is pleased to announce
the appointment of

robert e. eastman & co., inc.

AS EXCLUSIVE NATIONAL REPRESENTATIVES

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527 Madison Avenue New York 22, N. Y. PLaza 9-7760	333 N. Michigan Ave. Chicago, Illinois FInancial 6-7640	Russ Bldg. San Francisco, Cal. YUkon 2-9760	211 North Ervay Bldg. Dallas, Texas RIverside 7-2417	Syndicate Trust Bldg. 915 Olive St. St. Louis, Missouri CEntral 1-6055	Taft Building 1680 N. Vine St. Hollywood, Cal. HOllywood 4-7276	Book Building Detroit, Mich. WOodward 5-5457

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week Jan. 6-13 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Wed., Jan. 6	Wagon Train (7:30 p.m.)	NBC-TV	30.5
Thur., Jan. 7	No rating because of technical difficulties		
Fri., Jan. 8	Twilight Zone (10 p.m.)	CBS-TV	23.1
Sat., Jan. 9	Gunsmoke (10 p.m.)	CBS-TV	29.3
Sun., Jan. 10	Dennis the Menace (7:30 p.m.)	CBS-TV	24.0
Mon., Jan. 11	Danny Thomas (9 p.m.)	CBS-TV	29.3
Tue., Jan. 12	Startime (9:30 p.m.)	NBC-TV	23.1
Wed., Jan. 13	Bob Hope (9 p.m.)	NBC-TV	37.0

Copyright 1960 American Research Bureau

ment was devised with the thought that the media-commission system of agency compensation might eventually be changed, Mr. Harper said the set-up is "as business-like as we can put together," but reiterated that in his view the commission system is "sound" and will continue.

Client Contracts • The various divisions will charge each other for services rendered, he said, but the financial arrangements with clients unchanged—their contracts will be with the parent company. McCann-Erickson Inc., rather than with the divisions. He also noted that some special services already are charged on a fee basis, and said he'd never yet seen a client ask for special service without being willing to pay for it.

The new McCann-Erickson Adv. (USA)—whose concentration on "pure" advertising is indicated by the fact that it will have only three departments: media, creative and account service—is headed by Robert E. Healy as chairman, Mr. Clyne as vice chairman and Emerson Foote as president. Mr. Healey has been vice chairman of the parent company and also is on its executive policy committee. Mr. Foote, one of the organizers of Foote, Cone & Belding, has been a senior vp of McCann. Mr. Clyne has been senior vp in charge of radio-tv and chairman of the plans review board, and also has had key roles in the production of tv specials including *Some of Manie's Friends*, *The Untouchables* and the *Hope-Buick Show*.

In the McCann-Erickson Adv. (USA) setup Paul Foley, senior vp and manager of the home office of the parent firm, becomes vice president of the eastern region, which includes offices in New York, Atlanta, Detroit and Houston. Phipps L. Rasmussen, vp and manager of the San Francisco office, who becomes vp of the western region, served through offices in Chicago, Los Angeles and San Francisco. In the seven offices this division will employ 1,200 persons.

McCann-Marschalk Co., said to specialize in marketing needs of "growth" companies, is headed by Stuart Watson as board chairman, S.L. Meulendyke as vice chairman and William E. McKeachie as president, with Harry C. Marschalk as honorary chairman. Mr. Watson has been executive vp of Marschalk & Pratt. Mr. Meulendyke has held the posts of president and executive vp during more than 25 years with Marschalk & Pratt, and Mr. McKeachie has been senior vp for McCann's nine offices in Europe and also chairman of McCann-Erickson Adv. Ltd., its London office. McCann-Marschalk has six offices in the U.S. (New York, Atlanta, Cleveland, Boston, Miami, and Portland, Ore.) and four abroad (Frankfurt, West Germany; Monterrey, Mexico; Paris, France, and Sao Paulo, Brazil). It employs 396 persons.

Other line divisions are McCann-Erickson Corp. (international) headed by Chairman Sylvester L. (Pat) Weaver Jr., former head of NBC, and the new Communications Affiliates Inc., of which Donald B. Armstrong is chairman and Frank Armstrong (no relation) is president. Another is to be added in the future, Inter-Public Division, which will function as a high-level public relations unit operating on an advisory and consultative basis only.

TRENDEX ADDS DEPTH DATA

'Dimensionalized Audience Report' is offered

Trendex Inc., after 10 years of supplying classic reference works in the "tv numbers game" and two years of delving into other audience measures, now is committing itself to more fully "Dimensionalized" service.

The monthly pocketpiece reports continue but starting in March they will be augmented every other month by depth data on: type of household (adult, adult & teenage, adult, teen & child); audience composition (by sex); selection of program by family member; audience composition where show choice is unanimous; frequency of viewing; program reaction; future viewing plans; percent of respondents by sex; sponsor identification, and use or ownership of sponsor's product (when separately contracted for).

The 10 new columns will be added on alternate months to monthly popularity information on available homes, sets in use, rating and share of audience.

Concurrently the 25-market universe of three-network cities is being broadened in the West to take in a total 30 cities. Addition of the new questions makes it necessary to use automatic cards for electronic processing. With the new Dimensionalized Audience Report, the old Television Advertisers' Report, issued every other month since the start of the 1957 season, is being dropped after the Jan. 30 issue. This gave data on audience composition, program selectivity and sponsor identification.

MR. HINES

The dimensional data will be collected in the regular first-of-the-month rating weeks at the same time straight ratings are collected by interviewers using the telephone coincidental method. The dimensional schedule, however, goes monthly during the critical fall months of October and November, with a special "re-call" of viewers available in December if ordered under special contract. Viewers contacted earlier will be asked if they're still with the show in question and if not, why not.

Daytime Change • Daytime ratings are being dropped from the regular monthly reports but are planned for quarterly production with added dimensions on types of available homes and available home audience.

Special reports, the "overnights" and other research ordered individually by advertisers, agencies and media, continue to comprise the bulk of Trendex business, which employs several thousand interviewers in 450 cities.

The new dimensional service, which Trendex began presenting to advertisers and agencies last week with little fanfare, will cost roughly twice as much as the monthly ratings alone. Those who subscribed to TvAR, however, will pay approximately the same. The three networks, it is understood, are going fully dimensional.

"The events of past months have boldly underscored the fact that the television audience may no longer be measured sensibly in one dimension," Trendex said. President Edward G. Hines Jr. admits, however, that dimensionalized research "still isn't the end; the end is when you can say, 'this guy watched the show and then went out and bought the product'."

COLUMBUS, GA.—Georgia Farm Bureau Federation Award for Outstanding Service to Agriculture is received for WSB Radio by Farm Director Jimmy Dunaway (R) from J. P. Duncan, Jr., Federation president. Elmo Ellis (L) is WSB program manager.

CHICAGO—WSB's Jimmy Dunaway (L) receives for the station, the National Safety Council's 1958-59 Public Interest Award for Exceptional Service to Farm Safety. The Council's Maynard N. Coe makes the presentation.

Doubles this time!

Farm Service Award and national Farm Safety Award . . . both go to Atlanta's WSB

For the fourth time in the past five years WSB Radio was awarded the Georgia Farm Bureau Federation trophy, state agriculture's highest. Frosting was added to the cake when the National Safety Council tapped WSB as the Georgia broadcaster to merit its Farm Safety Award. This is meaningful to advertisers who like to get a bigger buck's worth out of every dollar they send to market. WSB Radio's good job with farm folk is spawned by the same spirit of public service with which this station also serves its millions of urbanites. Certainly your advertising in Atlanta belongs on WSB Radio.

WSB Radio

The Voice of the South/ATLANTA

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

Now FARGO is No. 1 in the U.S.A., for retail sales per family!

We've been telling you for years that our hayseeds in the fabulous Red River Valley are big earners, big *spenders.*

Now every issue of SRDS points out that Fargo has the TOP position among all American cities, for retail sales per household. *The national average is $3,944 per household . . . as compared to Fargo's whopping $5,970!*

Obviously, some of this buying is done by the thousands of people who drive in to Fargo from "all over." But ALL these people hear WDAY *regularly.* Ask P.G.W. for the facts and figures on WDAY's really amazing place in the entire Red River Valley!

WDAY

FARGO, N. D.

NBC • 5000 WATTS

970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

AAAA's Interchange • The American Assn. of Advertising Agencies moved last week to strengthen its self-regulation program.

In the future, AAAA announced, if agencies do not supply satisfactory answers to complaints funneled through the association's Interchange system, this fact will be reported to the AAAA board of directors.

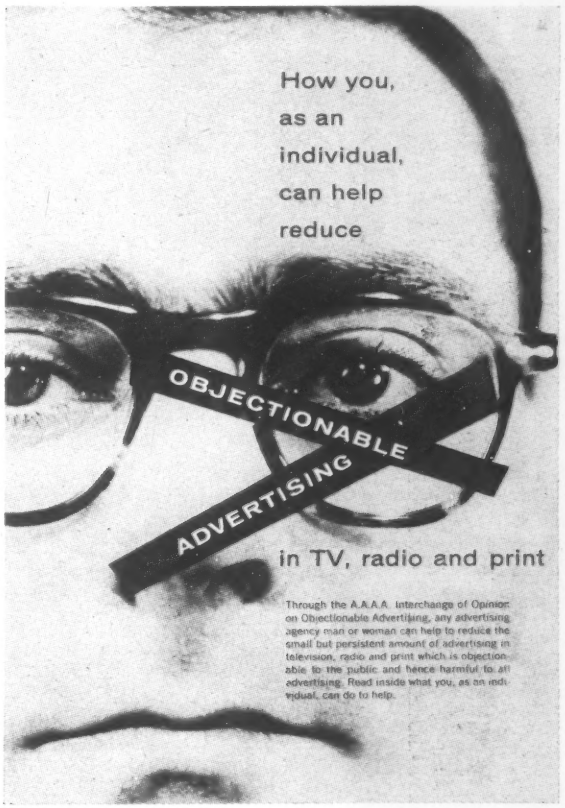
The announcement implied that expulsion from AAAA membership might result. It said that "upon occasion" the board has asked members to resign for failure to correct advertising that the interchange committee—and the board—considered objectionable.

The new procedure of notifying the board whenever agencies fail to reply to complaints channeled through the interchange—or when they give unsatisfactory answers—was reported in an AAAA announcement that it was sending out a new folder to almost 5,000 people in AAAA member agencies. The folder, "How you, as an individual, can help reduce Objectionable Advertising in tv, radio and print," describes the interchange program, which has been in operation since 1946.

Under the interchange plan agencies report to AAAA any advertising they consider objectionable to the public. The criticism is then forwarded, without identification of its source, to the board committee on improvement of advertising content. Committee members indicate whether they agree or disagree with the criticism and also whether they consider it serious, very serious or not too serious. The criticism and a report on the committee vote is then sent to the agency which placed the advertising, whose responsibility is "to take corrective action, including calling the criticism to the attention of the advertiser concerned."

The new portion of the procedure, AAAA said, is indicated in this word to agencies submitting complaints:

"If the agency answers [your criticism], its reply will be forwarded to you. If the agency does not answer, or answers unsatisfactorily, the committee will so report to the AAAA board of directors."


How you,
as an
individual,
can help
reduce
OBJECTIONABLE
ADVERTISING
in TV, radio and print
Through the A.A.A.A. Interchange of Opinion on Objectionable Advertising, any advertising agency man or woman can help to reduce the small but persistent amount of advertising in television, radio and print which is objectionable to the public and hence harmful to all advertising. Read inside what you, as an individual, can do to help.

STATION BREAKS

Sentiment for minute spots is seen growing

There's sentiment, kept quiet until now, for a revamp of commercial time available for spot advertising between network programs.

Though not as strong as a "lobbying" force, this sentiment has commanded the attention of the Assn. of National Advertisers' broadcast media committee. The ANA unit reportedly already has discussed the matter.

The proposal essentially is that stations be given 60 seconds between network programs, in effect doubling time now available. An attempt also would be made to modify the tv industry code so as to restrict the number of commercial units or messages to perhaps only two: a single ID (10 seconds long) and a 50-second commercial.

The formula presumably would find favor with stations and advertisers. Stations would be relieved of current pressures for minute availabilities in prime time. Only 30 seconds now can be sandwiched in between network programs. Advertisers would have the benefit of 50 seconds to present more copy points.

Y&R Likes It • A principal motivator of this new aproach is Young & Rubicam, which already has discussed the idea with certain station groups and with advertisers.

An inkling of Y&R's thinking came last week when its top media executive —William E. (Pete) Matthews, vice president in charge of media relations and planning—gave a satirical tongue-lashing to alleged station practices of multi-spotting between network programs.

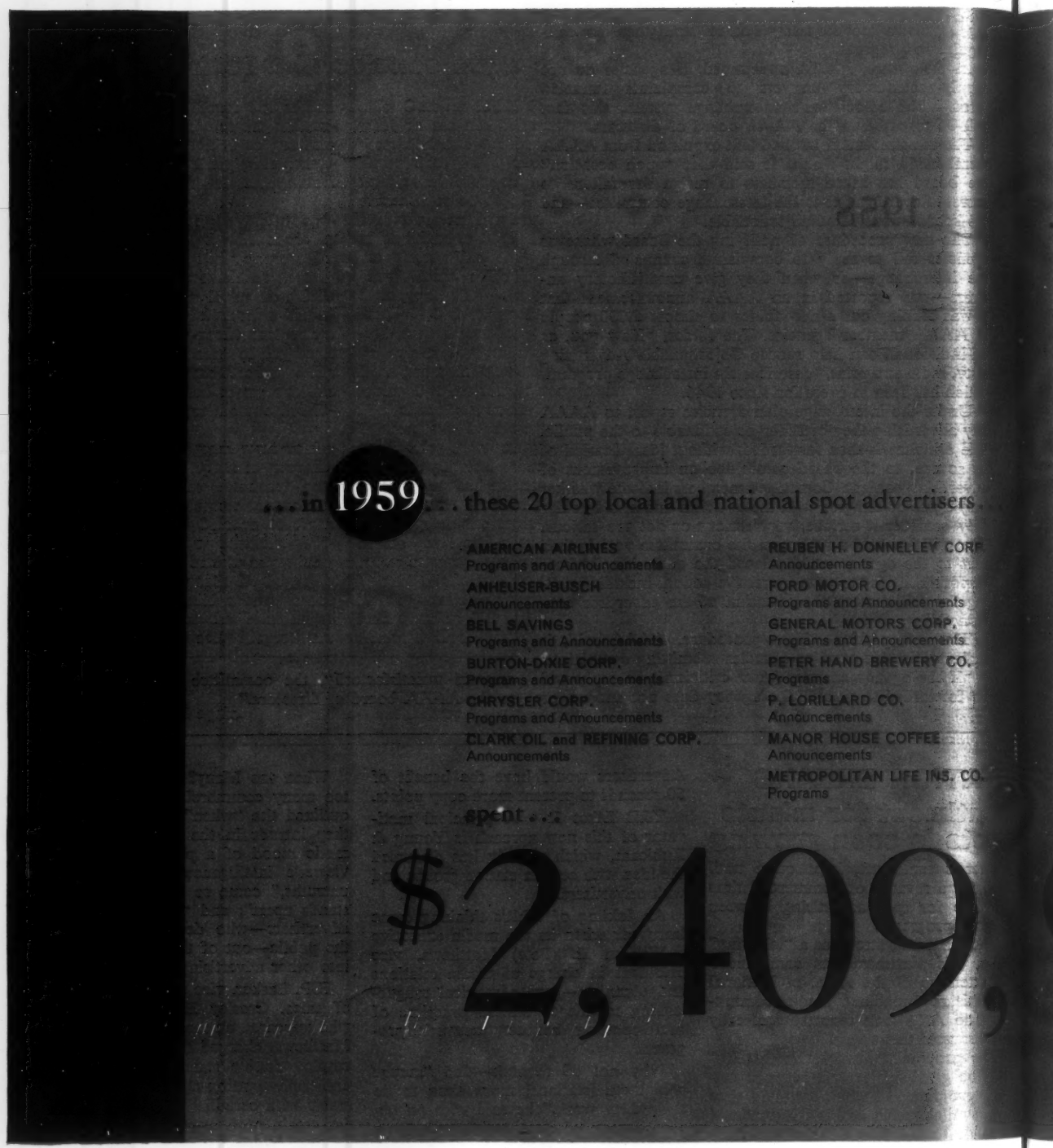
Why not 60 seconds—and "maybe give them [stations] more time to do their dirty work," he said with an obvious trace of semi-seriousness to a timebuying and selling seminar of the Radio & Television Executives Society in New York.

He said this would give advertisers more time and "maybe we would not lose anything in snipping off some of the time from the networks," adding that "29 minutes of murder and one minute of commercial" might not upset the airwaves.

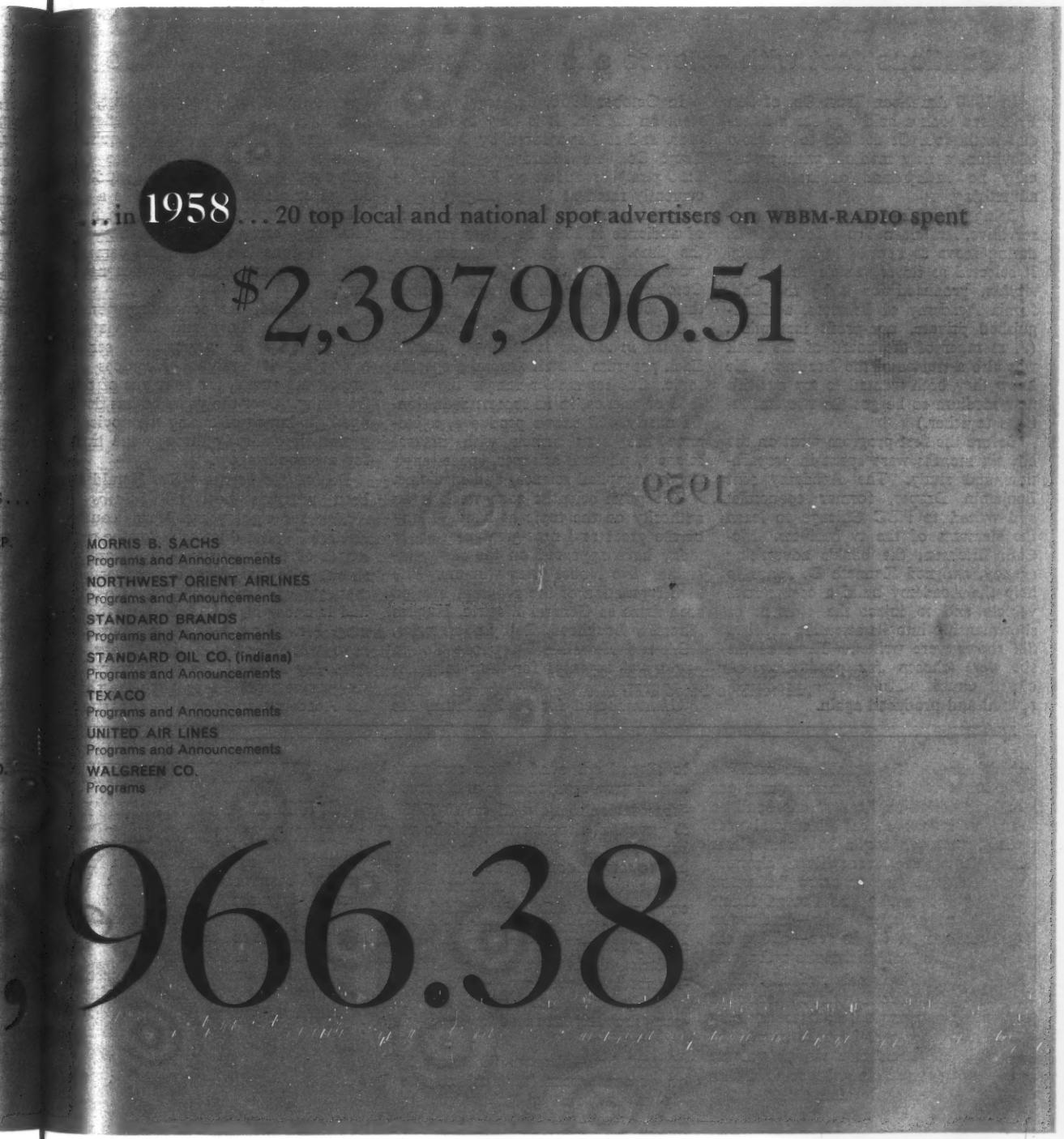
When too Many? • When are there too many commercials? Mr. Matthews outlined the "when" as follows: when they intrude in the emotional or dramatic mood of a program, insult the viewer's intelligence, repeat "obvious untruths," come so fast that "not one stands apart"; and when they "chase" advertisers—who desire to be fair to the public—out of the tv medium and into other advertising media.

H.P. Lasker, vice president in charge of sales, Crosley Broadcasting Corp., who appeared on the program with Mr. Matthews, charged that many agencies employ double standards, insisting on anti-triple-spotting clauses in their contracts with certain stations in a market for cerain product messages while asking for "freedom to triple spot" on other stations in the same market for other products handled by the same agency.

Mr. Lasker presented a detailed analysis of commercial practices by stations in both prime network time and station time, explaining the difficulty in sifting out the point where "too many" commercial units are scheduled back to back.



Again, the finest local and national spot advertisers recognize the sales effectiveness and high standards of entertainment and public service delivered by WBBM-RADIO. Once again, LIVE Showmanship programming and LIVE Salesmanship performance have made WBBM-RADIO the most honored and most sponsored radio station in the nation's second market.



on **WBBM-RADIO**

Chicago's Showmanship Station . .

Call Bill Connelly—WHitehall 4-6000 or CBS Radio Spot Sales

HOW A BANK EARNED A TV DIVIDEND

Cautious test with science show starts strong 10-year alliance

In 1950 American Trust Co. of San Francisco took a bold step for a financial institution. It decided to get into television, a new medium with practically no background of institutional advertising.

Being a bank and therefore conservative, American Trust Co. made its daring move as cautiously as possible. It selected as its tv vehicle *Science in Action,* produced for it by the California Academy of Sciences, a distinguished private, non-profit institution. (A member of the board of the bank was also a trustee of the Academy. He knew they both wanted to try out this new medium so he got the two institutions together.)

Before the first program went on the air, six months were spent in preparation and study. The Academy sent Benjamin Draper, former economist and writer, to NBC Chicago to learn the elements of the tv business. McCann-Erickson, the bank's advertising agency, assigned Kenneth D. Jones to help the Academy build a commercial vehicle and to inject the element of showmanship into its scientific content. Six shows were written. Three of the six were chosen for production on closed circuit. They were produced, revised and produced again.

In October 1950, *Science in Action* went on the air. It is now in its 10th year, and still sponsored by American Trust Co. Its Monday evening (7-7:30 p.m.) broadcast on KRON-TV is currently rated at 17, beating 70% of everything on San Francisco tv. Share of audience is 25% or better most of the time. The show's audience has grown from some 17,000 viewers in October 1950 to an average of more than 400,000 today.

Science Simplified • The format of *Science in Action* is relatively simple. Each program is built around a specific topic. Subject matter ranges the wide field of science, in its loosest definition. Of nearly 400 shows produced, a balance has been struck with natural sciences, physical sciences, space, engineering, applied science, and medicine.

The guest scientist each week is an authority on the topic at hand. Many of the great and near-great of science today have appeared on the show, including five Nobel prize winners. The high reputation of the program has led such firms as General Electric, Hughes Aircraft, Lockheed, Bell Laboratories, RCA and Hawaiian Telephone Co. to pay travel expenses for their scientists to appear.

Uninterrupted for 22½ minutes the guest scientist and program host, Dr. Earl S. Herald, head of the Academy's Steinhart Aquarium in San Francisco's Golden Gate Park, demonstrate (not talk about) the subject. The studio is full of animated props. Here is a laboratory in operation, always with an intriguing array of equipment. The show is done live with three cameras. Film inserts are used only when necessary.

Dr. Herald, the continuing personality on the show and the viewer's representative, is personable, serious and plays it straight. He does not exploit the guests, for he is one of their fraternity. Over the years he has developed the knack of taking the novice tv performer skillfully through the traces for a smooth show.

Behind the Scenes • Dr. Herald has been program host on *Science in Action* for eight years. Vern Louden, KRON-TV, has directed it for the same length of time. Lester B. Johnson, assistant vice president and advertising manager of American Trust Co., has had it under his wing since the beginning. Mr. Draper and Mr. Jones also have worked on the show from the start. Jay Jacobus, the announcer, is a six-year veteran. To produce the show, the Academy operates a tv department

Top brass rehearsal • Distinguished guest scientists and experts are a hallmark of *Science in Action.* Here, at a program rehearsal briefing for a show on submarines, are (l to r): Dr. Earl S. Herald, program host, Fleet Admiral Chester W. Nimitz; Vern Louden of KRON-TV San Francisco, the program's director; Vice Admiral Charles A. Lockwood, famed submariner, and Executive Producer Benjamin Draper, discussing atomic submarines.

KRON is TV in SF

San Franciscans are sold on KRON-TV

NOW 6 DAYS A WEEK
GOLDEN GATE
PLAYHOUSE
10.3 cume rating
October, '59, ARB

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

of six people, headed by Mr. Draper. They devote 12 months a year to producing 39 shows—writing scripts, building props, taking film clips and preparing sets.

The program ends on a light touch—an "Animal of the Week." This three minute feature provides a bridge for the commercial which is taken in one three-minute break. Only other identification of the sponsor is at the beginning of the show and just before the close.

The commercial, in keeping with the rest of the program, is an interview with a young student who wants a career in science. Banking services are mentioned briefly—savings for college, automatic savings, the advantages of paying bills by check. The student, chosen by the bank's public relations department, working with high school principals in areas where the bank has branch offices, is brought to the studio along with gear for an experiment from some high school science activity. Mr. Jacobus interviews the youngster on the air. He then hands the young scientist a passbook telling him that a savings account has been opened for him at the branch nearest home. (The amount, $25, is not mentioned on the air.) The boy or girl also receives a family membership in the Academy.

Family Audience • The student guest procedure does much to strengthen the position of local banking offices. The branch manager very frequently brings the student to the studio, often has a picture taken of him for the local papers, and is drawn into the selection process. The school itself rallies to the program vigorously to see one of their students on the show. Eighty-five per cent of the fan mail has the word "family" in it. Family viewing is the best kind for a bank, the sponsor believes.

When *Science in Action* premiered in September 1950 there were only 99,000 sets in the area. The show cost the bank, production and time, in the neighborhood of $60,000 for 39 weeks. Today, with 1.25 million sets, the tab is slightly more than twice that amount. The bank's reward, in terms of viewers, is justly due, for they kept the show on the air for over five years when there was no economic justification in terms of advertising return or viewer count for that kind of money. Currently about 20% of the bank's advertising budget goes to *Science in Action*.

What does the bank get for its money? Prestige, undoubtedly. The series has won dozens of awards, many in competition with network offerings. It is consistently a favorite in local polls. Its nature makes it one of the few, if not the only way a tv sponsor can get his business discussed by 50,000 high school students who realize what the sponsor is doing for education.

These young people are all potential customers of American Trust Co., a $2 billion bank with more than 100 branches in Northern California. In the past 10 years many of them have become actual customers. So have their elders. A stranger to the bank opened an $18,000 account for his grandson's education because he was a loyal viewer of the show. Such incidents occur frequently.

The Results • Does *Science in Action* actually sell banking? Mr. Johnson replies: "We've never tried to measure our returns in dollars and cents. We do know that we're bringing into the communities we serve something which is of value to them. The public respect and good will which has come to us because of the program is something beyond what any advertising could buy for us. Our faith in the program over the 10 years we feel is economically sound. In our judgment we get our advertising and public relations money's worth."

Now being put on tv tape, the show will be made available to other markets. A pilot sponsorship by Hawaiian Telephone Co. in Honolulu has proven it as good for a utility as for a bank. Its future, say its proponents, depends on finding sponsors who take a long run view and who are disposed to low-key telecasting, moderate ratings and institutional rewards.

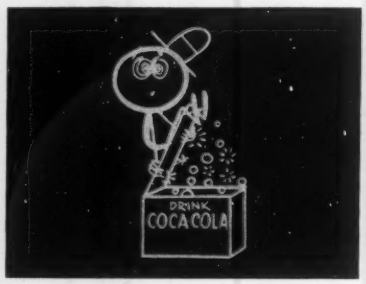
TV PREVIEW

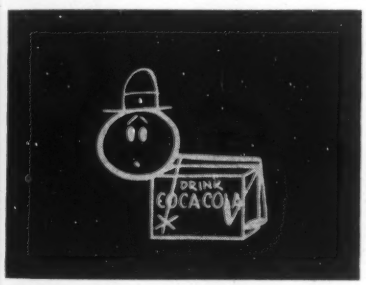
Television is not radio with pictures, the experts like to say, but apparently this rule, like others, has an occasional exception that "proves" it. Marschalk & Pratt Co., Div. of McCann-Erickson Inc., New York, fitted some pictures to an old radio soundtrack for Coca-Cola Bottling Co. of New York and came up with a high-penetration commercial. This point was demonstrated when 15 out of 16 youngsters in one sample said they'd seen the spot on television during its first week.

In a sprightly minute commercial, one of the metropolitan bottler's fall-winter battery, Marschalk & Pratt has taken a well-played radio transcription and all but mangled it, to cash in on memorability of an established McGuire Sisters jingle. The cartoon emerged from creative conferences and endless testing, using a kind of reverse sales psychology in which a stick figure keeps hushing up a commercial music box. Another reverse from usual cartooning was the decision to make it white on black, a tricky thing on the tv gray scale. Copy is a counter-point between pictorial sales points and a soundtrack sometimes suppressed but which ultimately prevails.

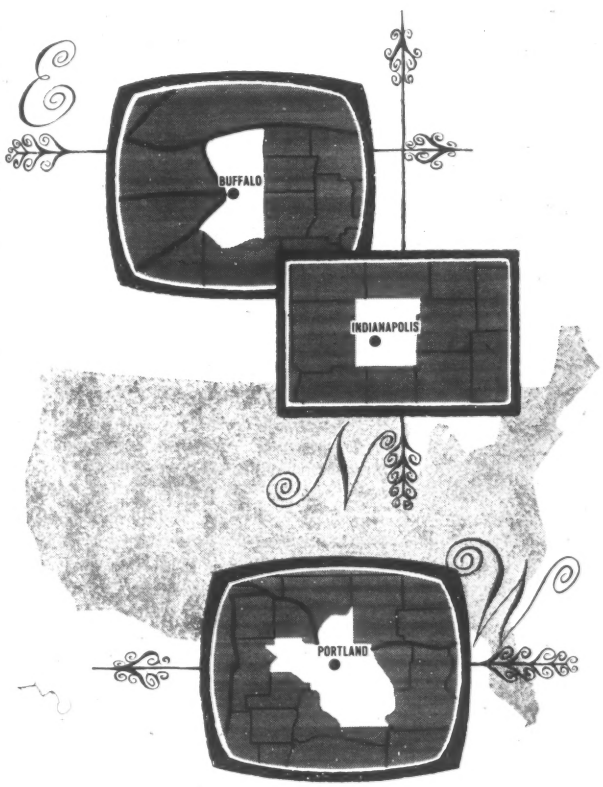
The theme of "Coca Cola refreshes you best," here roughly handled, is a familiar refrain to listeners and viewers in a three-state metropolitan area served by the New York bottler, a franchise that accounts for 11% of the country's population. The McGuires' song has run on radio and tv since last spring.

Marschalk & Pratt talent responsible for this version: Dana Blackmar, copy director; George Procak, art director; Glen Bammann, radio-tv director; Charles A. Mittelstadt, vice president and account service director, and Donald F. Coleman, account executive. Peter Cooper of Robert Lawrence Studios handled art at the studio end. New York-bottled-Coke advertising is personally supervised by the company president, Edward P. Lewis.





Localizes national ratings



No two markets served by radio or television provide the same "climate" for your program. Local broadcast competition, program preferences, and customs have strong influences on dialing habits.

Nielsen Station Index Reports show, at a glance, your position in individual markets across the U.S. All NSI® data are compatible with NTI® and NRI® data which measure national audiences. Knowledge of local audiences quickly locates areas of strength and weakness in national coverage . . . and provides basic information for interpretation or corrective measures.

Number of homes reached . . . by station. NSI tells you both total and Metro (or Central) Area audiences for each station for each 15-minute period during the day.

Composition of the audience. NSI breaks down the tv and radio audiences to show who are listening or viewing . . . men, women, teen-agers, children.

For television. NSI reports audience data for every competitive tv market in the U.S. These 146 market areas (231 cities) account for over 97 percent of all U.S. tv viewing.

For radio. NSI reports audience data for the top 34 markets in the U.S. These account for the bulk of radio listening, thanks to radio's long reach.

Send for sample NSI Report. See for yourself the wealth of information NSI Reports put at your fingertips . . . it is the only way you will understand why leading agencies, advertisers, and stations consider NSI Reports a "must" for efficient operation.

Nielsen Station Index

a service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Illinois • HOllycourt 5-4400

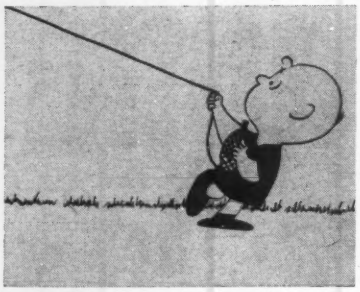
CALL . . . WIRE . . . OR WRITE TODAY FOR ALL THE FACTS

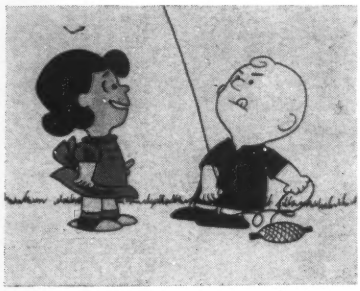
CHICAGO 1, ILLINOIS
360 N. Michigan Ave., FRanklin 2-3810

NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020

MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 5-0021

0111





TV PREVIEW

Characters of the "Peanuts" cartoon strip by Charles M. Schulz are moving into television this week, not as actors in tv programs but as salesmen of Fords. Under an arrangement with Cartoonist Schulz and United Feature Syndicate, Ford has exclusive tv rights to Charlie Brown, Lucy and the other members of the "Peanuts" gang.

The "Peanuts" Ford commercials are being produced in full color by Playhouse Pictures, Hollywood, under the supervision of J. Walter Thompson Co., New York, Ford's agency. They run two minutes each, one minute of animation by the cartoon characters, followed by a minute of straight sell delivered by a live announcer on the film. The spots will be used as mid-program commercials on Ford's *Startime* Tuesday evening programs on NBC-TV. They may also show up on the Ernie Ford Thursday night NBC-TV programs as well, perhaps as one-minute program openers. And there is a possibility that the cartoon moppets will be used on tv as spots for Ford, independent of the company's network programs.

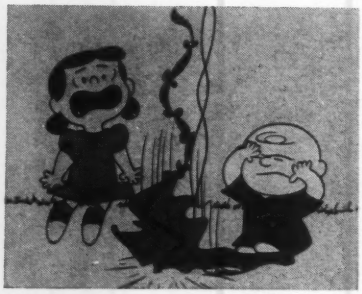
The first "Peanuts" commercial opens with Charlie Brown flying a kite, which inspires Lucy to suggest that he write some advertising on his kite and sell it to the people at Ford. "You could write 'Ford announces Ford's Economy Twins' and fly the kite way up in the air where everyone could see it," she tells him. "And everyone in the world would know about Ford's Economy Twins because they would *see* it on this *kite* of yours that would be way . . . (Charlie looks startled as the kite string begins to crumple and the kite starts to fall, as Lucy goes on talking) . . . up there in the air and . . ."

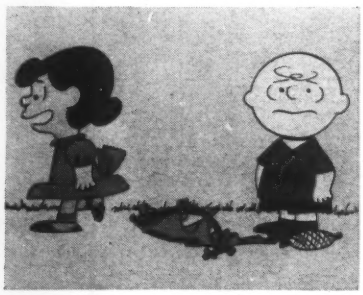
The kids jump apart as the kite crashes to the ground between them with its descending whistle terminated in a crunch of splintering wood. Then Charlie looks up at Lucy and asks: "What were you saying?" Lucy, turning to walk off, replies: "Forget the whole thing."

The live action sequence of the commercial starts with a match dissolve to an actual broken kite on a lawn. The announcer picks it up and looks at it, commenting with a chuckle: "Well . . . it was a good idea . . . but (as he drops the kite to the ground) an even better idea is for *you* to actually *see* Ford's Economy Twins for 1960!" As he speaks he walks toward cars parked in the adjacent driveways of neighboring homes. A 4-door Fairlane 500 is parked in the nearest driveway with its front to the camera: in the far drive is a 4-door Falcon with its rear to the camera.

After describing each car and its new low price as the audience sees the features spoken about, the announcer concludes: "So . . . don't wait for Charlie Brown's kite to tell you about Ford's Economy Twins for 1960. *See* them at your Ford Dealer's right *now!*"

Peanuts characters © 1960
United Feature Syndicate Inc.





NIELSEN INDEX
Reynolds, Whitehall top radio advertisers

The R. J. Reynolds Tobacco Co. continued in first place in the National Nielsen Radio Index for the month which ended Dec. 6, 1959, in home broadcasts while Whitehall-American Home Products displaced the Gillette Safety Co. in total commercial minutes delivered.

It was explained that for the period which ended Nov. 8, Gillette had scheduled "an unusually high number" of commercials because of their sponsorship of the World Series.

Electric Auto-Lite Co., R. J. Reynolds and Renault Inc. continued their active participation in network radio during the period.

Nielsen's Top 20:

HOME BROADCASTS

Rank	Advertiser	No. of B'dcsts	Total Home B'dcsts Delivered (000)
1.	R. J. Reynolds	316	124,171
2.	Renault	170	102,070
3.	Whitehall-Amer. Home Prod.	140	93,171
4.	Electric Auto-Lite	153	87,535
5.	Ex-Lax Inc.	149	79,415
6.	Church & Dwight	136	69,728
7.	Vick Chemical	128	61,225
8.	Grove Div.-Bristol-Myers	104	60,234
9.	Sylvania Electric Prod.	97	59,245
10.	Longines-Wittnauer	152	56,922
11.	Bristol-Myers	76	55,581
12.	Hudson Vitamin Prod.	184	54,441
13.	Kellogg Co.	71	51,378
14.	Chevrolet-G.M.	109	49,693
15.	Bon-Ami	150	47,625
16.	Niagra Therapy Mfg.	49	40,201
17.	Campbell Soup	49	38,770
18.	Automotive-Amer. Motor	97	37,391
19.	Radio Corp. of America	99	31,255
20.	F & F Labs.	140	30,556

COMMERCIAL MINUTES

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1.	Whitehall-Am. Home Prod.	144	92,517
2.	R. J. Reynolds	201	73,280
3.	Renault	128	71,018
4.	Electric Auto-Lite	115	60,014
5.	Grove Div.-Bristol-Myers	97	52,152
6.	Church & Dwight	111	50,977
7.	Chevrolet-G.M.	101	48,709
8.	Ex-Lax	95	48,386
9.	Hudson Vitamin Prod.	157	46,181
10.	Niagara Therapy Mfg.	55	44,948
11.	Bristol-Myers	54	44,391
12.	Kellogg Co.	62	43,617
13.	Sylvania Electric Prod.	76	41,554
14.	Vick Chemical	79	37,517
15.	Wm. Wrigley Jr.	60	36,345
16.	Oldsmobile-G.M.	43	34,876
17.	A. E. Staley Mfg.	69	34,140
18.	Longines-Wittnauer	76	26,327
19.	CBS Electronics-CBS Inc.	47	25,992
20.	Automotive-Amer. Motors	74	25,608

Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

Copyright 1960 by A. C. Nielsen Co.

your best buy in

TEXAS' HOT SPOT

SHARE OF AUDIENCE

9 A.M. to SIGN-OFF	
KFDM-TV	54.4%
Station B	44.0%

TOP 20 SHOWS	
KFDM-TV	15
Station B	5

Neilsen Sta. Index
Nov. 2-29, 1959

KFDM TV

CBS ABC

BEAUMONT
ORANGE
PORT ARTHUR

KFDM-TV DELIVERS THE 4TH TV MARKET IN TEXAS

152,600 TV Homes

20 Prosperous Counties and Parishes

TEXAS' HOT SPOT

BUY THE HOT SPOT STATION

KFDM-TV

CHANNEL 6

Beaumont-Port Arthur-Orange

D. A. CANNAN, President

C. B. LOCKE, Executive Vice President & General Manager

MOTT JOHNSON, Sales & Operations Manager

Peters-Griffin-Woodward, Inc.

RADIO SUCCESS STORY TOLD

Retail Ad Conference hears how radio promoted new department store to the top

At the eighth annual Retail Advertising Conference in Chicago this past weekend, they talked about a 10 year old department store that has been sold on radio as an advertising promotion medium all its life.

The company: Buttreys Dept. Store in Great Falls, Mont. The vehicle: A daily 10-minute program, Mon.-Sat., on KFBB. The glowing testimonial came from Buttreys' advertising manager, Josephine Brooker, in a talk prepared for delivery before the RAC Saturday (Jan. 16).

Scores of retail advertising specialists from stores and media attended the two-day conference, co-founded by two Chicago promoters, Budd Gore, *Chicago Daily News*, and Ralph Heineman, head of his own advertising consultant firm.

Why has Buttreys been with radio consistently for 10 years? Because it sells, said Mrs. Brooker. What does it cost? "That's the surprise bonus of the whole affair," she told RAC delegates. "The cost is so low that we couldn't afford to be without it. The actual money cost is of little importance to you. . . . But you'll appreciate the fact that the cost is less than 2% of our total store advertising budget."

Mrs. Brooker expressed conviction that much of Buttreys' success with radio is due to the fact that the promotion is "constant, consistent and repetitious." She also scored those who felt radio "was on the way out," noting "that's what they said about records when they came in. . . . and look what happened. It's a bigger industry than ever."

Management of Buttreys' first retail outlet had toyed with several radio ideas before it opened its big store 10 years ago. It tried musical shows, civic-minded talks, teenage shows, weather forecasts, news programs, and transcribed packages. But, as Mrs. Brooker reminisced, "something seemed missing"—until the opening of the new store.

Buttreys saturated all media with news, including a new 10-minute program describing events and bargains. Said Mrs. Brooker: "Like the man who came to dinner . . . it stayed." Ten minutes seemed to be the happy alternative between 5 and 15 minute segments, she recalled. But aside from frequency of impression, the proof of successful advertising lay in the "unity of thought" or central idea—a theme that was "simple, easy to remember, short as possible, specific and original." The result: "What's new at Buttreys, today, Josephine?" The title: *Today at Buttreys*. The ideal time: 10:30 a.m., when the flurry of morning activity is past.

Among other "secrets of success" recounted by Buttreys' advertising manager: (1) selection of a "larger" station —"not a local music-and-news setup" —with network (CBS) "prestige"; (2) origination of the show right at the store, with five telephone, amplifier and electric outlets located strategically throughout; (3) actual programming handled by store personnel.

Using both institutional and hard sells, Buttreys interviews customers, store personnel, local personalities and traveling representatives; covers sales events; puts on other special promotions, and cross plugs in all media—on tv, in newspapers, and by direct mail.

The program sells, according to Mrs. Brooker, "in direct proportion to the amount of thinking, planning, and sound honest values put into it." Telephone response is almost immediate; mail orders are "easily traceable to radio", viz. its recent offer of personally autographed copies of Norman Vincent Peale's new book during the Christmas season. Radio also has been used to test other giveaway offers, to sell fashion show tickets and gain response to help-wanted advertisements. The program is used to back every single store event and for radio specials not otherwise advertised.

But perhaps radio's main advantage, Mrs. Brooker pointed out, is its "tremendous flexibility and timeliness" (an item comes in Wednesday morning and can be advertised immediately because there is no script for the commercial programming continuity). She continued: "Practically no advance notice is necessary."

Other speakers at the conference included Frances Corey, vice president of Catalina Inc., and formerly vice president of Grey Adv. Inc. (on planning); Robert M. Cox, president of Cox's Dept. Store and WMCK McKeesport, Pa. (on promotion); and Juanita Edestrand, advertising manager of Crosby Bros., Topeka, Kan. (on direct mail). Stanley Marcus, Neilman-Marcus, was named "retail man of the year" by the RAC in an announcement prepared for release today (Monday). The conference also is launching a program of annual civic promotion contests for department stores.

Furniture spots

Radio Advertising Bureau is inviting retail furniture chains throughout the country to submit to the bureau taped or disc samples of actual radio commercials they are currently using on the air. Miles David, RAB vice president and director of promotion, said about 30 outstanding commercials will be incorporated into a tape recorded production, which will be sent to all participants. Sample commercials may be sent to Mr. David at RAB, 460 Park Ave., New York, 22.

• Business briefly

Time sales

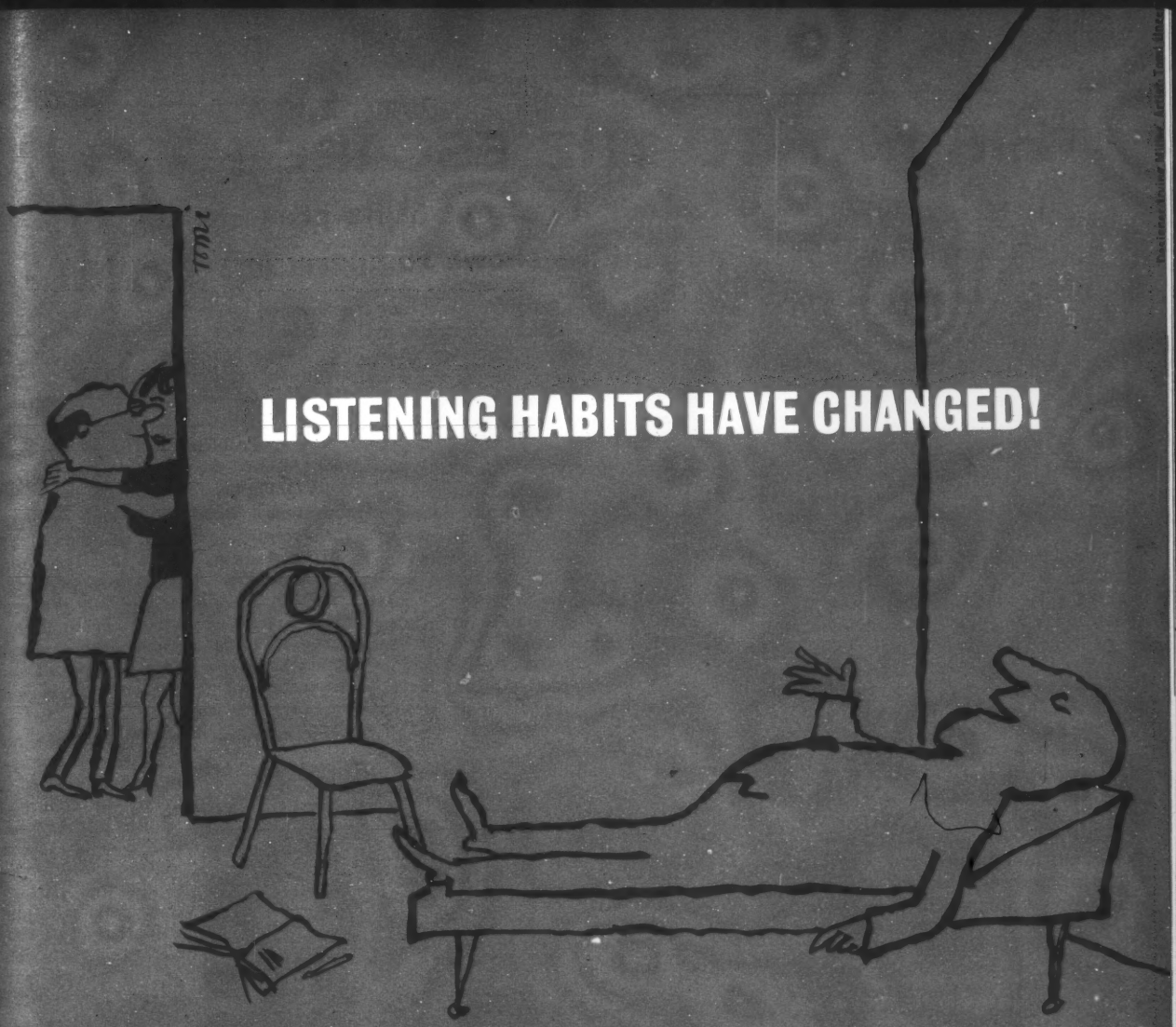
Radio buy • Frito Co. (Fritos), Dallas, Tex., buys series of 50 spots per week on ABC, 47 on NBC and 32 on CBS, all radio, for a 10-month period, effective Feb. 28. Agency: Dancer-Fitzgerald-Sample, Chicago.

Adds muffler • Walker Mfg. Co., Racine, Wis., has assigned its "Silencer" auto muffler products to sponsorship of Mutual's five-minute Monday-through-Friday sportscasts by Frankie Frisch (5:30-5:35 p.m. EST) starting today (Jan. 18). Buy covers all stations on network. Agency: Aitken-Kynett Adv., Phila.

Tv for Vienna • 1960 advertising plans for Vienna Sausage Mfg. Co., Chicago, probably will include tv and extended radio schedules, plus print media, it was implied last week by William Ladany, vice president-advertising. The company (Vienna sliced meats, frankfurters), which claims national product distribution, has used radio on a limited basis (WIND Chicago). Agency: H. M. Gross Co., Chicago.

Tv chew • Geo. W. Helme Co., N.Y., for its nine brands of snuff, will start 13-week tv spot push Feb. 1, or Feb. 8, in some 30 markets. Number of spots per week in each market will vary from minimum of 10 to maximum of 20. Agency: Kastor, Hilton, Chesley, Clifford & Atherton Inc., N.Y.

New Yorkers first • Sterling Forest Corp., N.Y., is to start spot drive on four New York City stations April 7 for promotion of weekend travel to its Sterling Forest Gardens, a 125-acre floral park being developed near Tuxedo, N.Y. Advertiser plans use of spots only on Thurs., Fri., and Sat. during initial period of April 7-30. Some 100 minute commercials will be delivered by various station personalities. Agency: The Wexton Co., N.Y.



...in Cleveland, particularly

Deep—even superficial—analysis of Cleveland radio reveals a marked transference of affection to WHK. Listeners used to offer WHK great resistance. But that was before Metropolitan Broadcasting Corporation installed its unique Gestalt of service, news and showmanship. The *New* WHK delivers Cleveland's second largest audience,* and advertisers are re-orienting. For more insight into the change, consult with Blair, or General Manager Jack Thayer (EXpress 1-5000).

WHK Cleveland
Division of Metropolitan Broadcasting Corporation

PULSE, 19.9% — 6 A.M. - MIDNIGHT, MON. - FRI., OCT., 1959
HOOPER, 18.8% — 7 A.M. - 6 P.M., MON. - FRI., OCT. - NOV., 1959

THIS WAY TO THE ESCAPE HATCH?

Doerfer says television might get out of its present jam if networks would rotate culture shows regularly in prime time

FCC Chairman John C. Doerfer last week proposed that the three national tv networks and their affiliates set aside, on a rotating basis, one-half hour of prime time each weekday for public service programming.

"I do not think that the broadcasting industry should wait another moment to neutralize those criticisms directed against the lack of public service or quality programming during prime time," the chairman said.

His proposal was made during a speech last Thursday (Jan. 14) in New York before the Radio & Tv Executives Society. Comr. Doerfer also listed nine major problems facing the FCC in 1960 and described how the Commission proposes to handle them. He included a warning that a freeze on am applications probably will be forthcoming if the Commission is unable to reduce its 12-month backlog in that area.

Under Chairman Doerfer's public service plan, the networks would set aside 7:30-8 p.m., Monday through Friday, for public service programming. One week, ABC-TV and its affiliates would program the time with cultural and education shows, CBS-TV and affiliates would take the following week, then NBC-TV and affiliates, with ABC-TV returning the fourth week. He envisioned the networks programming three or four of the weekly half-hours, with local station efforts filling the time one or two hours weekly.

"In this fashion, there is no unreasonable burden imposed upon any single unit of the industry and it would give the industry an opportunity to fulfill this part of its responsibility on a fair and equitable basis," Comr. Doerfer told RTES.

No Antitrust Violation • The chairman pointed out that such a cooperative action could be taken by the industry without danger of an antitrust violation in line with a recent opinion by the Attorney General (BROADCASTING, Dec. 21, 1959).

He emphasized the suggestion was not offered as a proposed Commission rule or as the only solution. Also, he said, it would not constitute the only public service obligation of stations.

"It simply has the virtue of giving the public a continuing and regular source of high-type programming on a basis that would be fair to all those who participate," he said. "There is the added virtue that the public would have a choice of the regular entertainment features offered by the industry from the other two networks during the particular week when one network and its affiliates engage in public service programming."

Hope for Sponsors • Comr. Doerfer said that such programs should be aimed at the whole family and "it would be my hope" that audiences of such sizes would be attracted to appeal to advertisers. "These need not be sustaining programs," he said. "From my past observations, I see no reason why they cannot be sponsored." The chairman also expressed the conviction that new creative talent would be attracted and that "all of us might be surprised and gratified at the outcome."

Alluding to the current FCC radio-tv hearings (see page 60), Comr. Doerfer pointed out that a stock complaint has been the lack of quality programming by networks and tv stations. "I would not hesitate to urge the Commission to require such programming if I were certain we had that power and could effectively set understanding and enforceable standards," he said. "But, until the extent of our powers is resolved, I cannot urge upon you more strenuously or sincerely the advisability of undertaking to do that now."

A chairman with a plan

He said the FCC is "determined" to end the hearings the first of February and that the staff already is summarizing the testimony with a definite determination of the extent of the Commission's powers forthcoming shortly. He pointed out the program problem is essentially the difficulty of reconciling two conflicting views—(1) development of broadcasting through competitive forces without close programming scrutiny and (2) Commission concern and control of programming practices.

Comr. Doerfer said that he has leaned toward the first theory and pointed out that the second school of thought can point to no specific statutory mandate except the "public interest, convenience and necessity" clause.

Major Problems • The FCC chairman outlined the following major problems facing his agency in the new year:

Network Practices • This involves, the commissioner said, whether to retain or eliminate option time (proposed rule-making to cut back now pending), whether to regulate program procurement practices and whether to license networks. Final decisions in these areas, Comr. Doerfer stated, will have to await completion of the network study and the current hearings.

Licensee Practices • Payola and sanctions of those guilty fall under this category. The chairman pointed out the FCC staff now is examining the 5,000 replies to the first part of the payola questionnaire that all stations were sent. Answers to the second part are due Feb. 5. "The sanctions will depend upon the facts in each case," he said. "Further investigations and possibly hearings may be necessary in the more flagrant cases."

Indicating that he has put little credence on charges by ASCAP and the American Guild of Composers & Authors that "payola is running rampant" (BROADCASTING, Jan. 4, page 60, this issue), Comr. Doerfer said that there is not as much payola as first assumed.

Television Allocations • This problem is a most complicated one and will not be completely resolved during the next decade, he said. Calling attention to the current vhf drop-in rulemaking (BROADCASTING, Jan. 4), the chairman said "something has got to be done to equalize the competitive facilities in some of our major markets."

Political Broadcasts • The Commission is preparing for challenges of broadcasters' interpretations of last

"Egad! Blair Did It Again."

"There I was," quoth our man, "loaded for Blair. I had data up to the collar of my Burberry . . . a portable calculator in my attaché case. My Diner's card was at the ready; my Express cards, rail travel card, airline card, three gasoline credit cards, and old W.D. A.G.O. Form 65 were present and accounted for. I had a black knit tie on and my heavy-frame bi-focals were all revved up. Man, I was like ripe."

"Never mind the autobiog. Just tell us did you get the business?"

"Well, frankly, no. We already had it. The Blair man just said to the chap, 'You know—*The* Roanoke station with the 58-county market of 448,001 tv homes.'"

"'. . . 448 thousand and *one?*' asked the chap."

"'. . . and *one,*' said the Blair man."

WSLS-TV

Channel 10 • NBC Television

Mail Address: Roanoke, Va.

A broadcast service (with WSLS Radio)
of Shenandoah Life Insurance Company

summer's amendments of Sec. 315, Comr. Doerfer said. Particular difficulties are expected, he said, with the new provision that imposes an obligation on stations "to afford reasonable opportunity for the discussion of conflicting views on issues of public importance."

He said some candidates probably will use this language as the basis for complaints that they did not receive "a reasonable opportunity to discuss conflicting views." The FCC will have to evolve standards on a case-by-case basis over a period of time to give broadcasters reliable guides, he stated.

Clear Channel Proceedings • "Although there are a host of matters which command Commission attention, the clear channel and the daytime skywave proceedings will be terminated in 1960," the chairman promised. Currently active is rulemaking to duplicate the Class I clears with regional stations.

Catv and Boosters • Congressmen have injected themselves into this FCC problem through demands that sparsely-settled areas be provided with adequate tv service. Illegal boosters are numerous and the FCC is under heavy pressure to accept and bless them. Bills are pending which would place catv under direct FCC regulation, as well as the boosters. "This is a serious innovation into the American concept of broadcasting," the chairman said. "The inevitable corollary of protection from competition is eventual regulation of service and rates.

"If such principles were established in the catv and booster fields, it would, in my opinion, be a short step to eventual service regulation of all of broadcasting."

Spectrum Management • Several different proposals have been made by the White House, members of Congress and private citizens, for a study of spectrum allocations. Included are proposals for a "super FCC" to oversee all assignments, now split between the President (for government users) and the FCC (for private users).

"To achieve assurance of the elimination of wasteful or uneconomic uses . . . a single body will be eventually created," Comr. Doerfer predicted. "The problem is how to reconcile the conflicting demands and to safeguard an efficient, intelligible and equitable allocation among the competing users."

FCC Procedures • The chairman pointed out that the Commission has recommended several measures to Congress, all of which have passed the Senate and now are pending in the House. These are designed to reduce delays, volume of pleadings and expenses. The FCC has requested elimination of McFarland Letters in certain instances and more liberal use of its Opinions and Reviews staff, now divorced from the commissioner level by the Communications Act.

A particularly sore point is the 12-month backlog in processing am applications, with engineering as a big factor, the chairman said. "If substantial improvement in our am processing is not achieved in a comparatively short time, I shall not hesitate to recommend a freeze on all am applications until we pull abreast of a quota we can handle expeditiously," he said.

In recent weeks several sources have hinted that such a freeze is a distinct possibility considering the 12-month backlog.

Doerfer's plan draws mixed reaction from networks

FCC Chairman John C. Doerfer's suggestion that the three tv networks take weekly turns in presenting cultural programs in the Monday - through - Friday 7:30-8 p.m. period met with mixed reaction.

All three networks, with varied degrees of enthusiasm, said last week they are "considering" the proposal. None rejected it outright.

"Our first reaction is most certainly favorable," CBS Inc. President Frank Stanton said.

"Very provocative," observed ABC.

"It deserves thoughtful study and we intend to evaluate it carefully," NBC said.

Although Chairman Doerfer made no note of it, nor did the three networks, the 7:30-8 p.m. period involved in the proposal would not affect all three networks to the same degree. On CBS-TV, 7:30-8 p.m. is not network option time; it is station option time with a few exceptions.

At ABC-TV, the period is transitional; as affiliation renewals occur, the time is being shifted from network option time to station option. NBC-TV has full option on 7:30-8 p.m.

Affiliate Approval • Dr. Stanton said CBS will "obtain the reaction of our affiliates as soon as possible, since the plan cannot be effectuated without their full cooperation. If the proposal does not meet with the support of our affiliates and the other networks, we will continue with our plans to increase our informational and cultural programs in prime time."

Chairman Doerfer's idea "makes a lot of sense," Dr. Stanton said, "and deserves prompt and serious consideration. Its adoption would not only achieve the objective of program balance between entertainment and non-entertainment, but its unique scheduling has the extra advantage of fixed and regular exposure."

Consultation with affiliates also was a factor posed by ABC. The network said it plans to give the proposal "careful study."

ABC recited its increased public service programming and said it "plans even more" during the next year. It noted that the programs to result from its exclusive rights to the Churchill memoirs will be aired in prime evening time, as have the major efforts of John Daly's public service department such as *Youth Anonymous, The Investigators and the Law, The Splendid American* and *Prologue 1960*. Similar major shows will be aired monthly, along with regular weekly features.

NBC's Cultural Record • Informational and cultural programs are being offered in "convenient evening hours on a scale unprecedented in television" right now, NBC-TV observed. Citing especially its four-month record to date this year, NBC-TV said, "We have offered 30 news specials, a half-hour to an hour long, during prime-time periods throughout the week."

Beginning Jan. 31, the network starts *World Wide '60*, Saturday, 9:30-10:30 p.m., a "long planned major weekly public affairs" series. NBC-TV also noted cultural series such as *Our American Heritage*, the *Project 20* documentaries, *Mark Twain's America, Meet Mr. Lincoln*, the *Bell Telephone Hour* and science series, *The Hallmark Hall of Fame* and specials such as *The Moon and Sixpence, Our Town* and *Amahl and the Night Visitors*.

"This is the avenue we have followed in fulfilling the responsibility we recognize to present major programming in the public affairs and cultural fields in peak viewing hours," NBC-TV concluded. "Chairman Doerfer has suggested a different avenue to the same end. It deserves thoughtful study and we intend to evaluate it carefully."

ROOM
AT
THE
TOP
Successful advertising campaigns feature spot at the top of the list . . . the only medium that allows you to reach — with maximum impact — the prospective customers you **must** reach, pinpointing only the markets you're in. Top advertisers get high return with low investment and there's no waste.
Scores of success stories in H-R's files attest to the sensational job spot advertising does.
Your nearest H-R man will be happy to give you a fast, first-rate fill-in.
H-R Television, Inc. Representatives
"We always send a man to do a man's job"

FTC AIMS HEAVIER ARTILLERY AT TV

Complains four advertising giants use rigged commercials, cites Lever Bros., Standard Brands, Colgate-Palmolive and Aluminum Co. of America—and their advertising agencies

Rigged television commercials are coming under heavy attack by the government agency charged with ensuring truth in advertising.

This is acknowledged by Federal Trade Commission officials following the issuance last Friday of four complaints of false advertising against such giants of the advertising world as Lever Bros., Standard Brands, Colgate-Palmolive Co. and the Aluminum Co. of America—and their advertising agencies.

In one case the account executive was also named.

The FTC complaints also stated that the Standard Brands' suspect advertising also appeared in newspapers and periodicals, and the Alcoa advertisement in newspapers.

The trade agency charged that the demonstration commercials used by these companies on tv were either rigged or were not true.

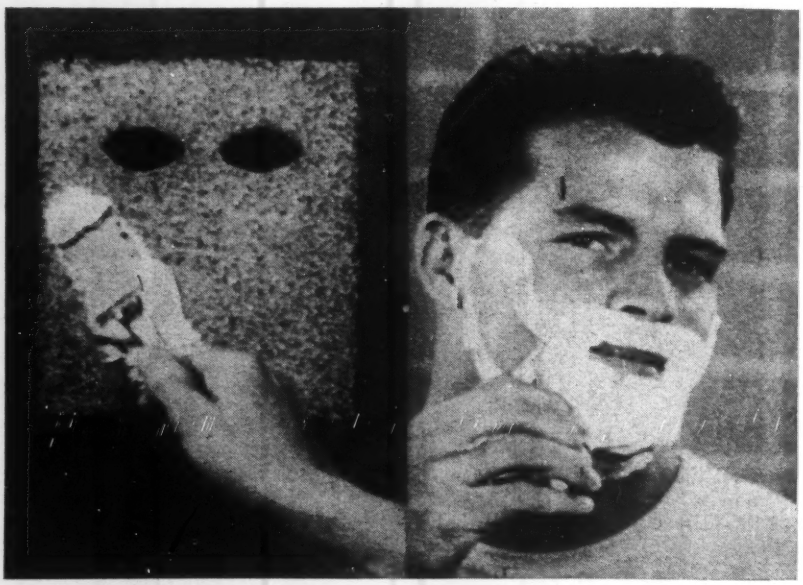
Last week's action brings to 14 in the last 30 months the number of FTC complaints charging tv commercials with being false or misleading. Six have been filed since January 1959.

First response came from Alcoa. It denied it sought to deceive tv viewers. The company statement said that "conclusive independent tests" were made at the time its super-strength foil was introduced "which established its superiority over other foil wraps."

The latest batch of complaints indicates, it was confirmed at the FTC, that the agency's heightened interest in television is beginning to bring results—in charges at least.

Campaign Is Underway • FTC officials have made it plain, ever since the tv quiz scandals broke into headlines last summer, that they were putting more attention on tv. FTC has doubled the personnel of its tv and radio monitoring unit. It has established a special task force to deal with tv commercials. It has intensified the plan whereby FTC employes notify headquarters if they notice anything untoward in tv commercials while watching tv at home during their off hours. It has also asked Congress for more money for this purpose.

The complaints filed last Friday were on the following:



Sandpaper smooth • That's not sandpaper being smoothed by the razor in this Palmolive Rapid Shave tv commercial (left panel); it's just plexiglass coated with sand. This is what FTC objected to in charging Colgate-Palmolive Co. and its advertising agency, Ted Bates & Co., with false advertising in touting the "moisturizing" qualities of the shaving cream.

Lever Bros., Foote, Cone & Belding, and William H. Bambric, account executive—Pepsodent commercial showing "smoke machine" depositing yellow stain on piece of enamel. Enamel is then brushed with Pepsodent tooth paste and cleansed with plain water. Stain disappears. Claim is made that Pepsodent removes yellow stain. Not so, says FTC: "Demonstration does not actually prove that Pepsodent toothpaste is effective in removing tobacco smoke stains from the teeth of all smokers, and especially the accumulated stains from the teeth of habitual smokers."

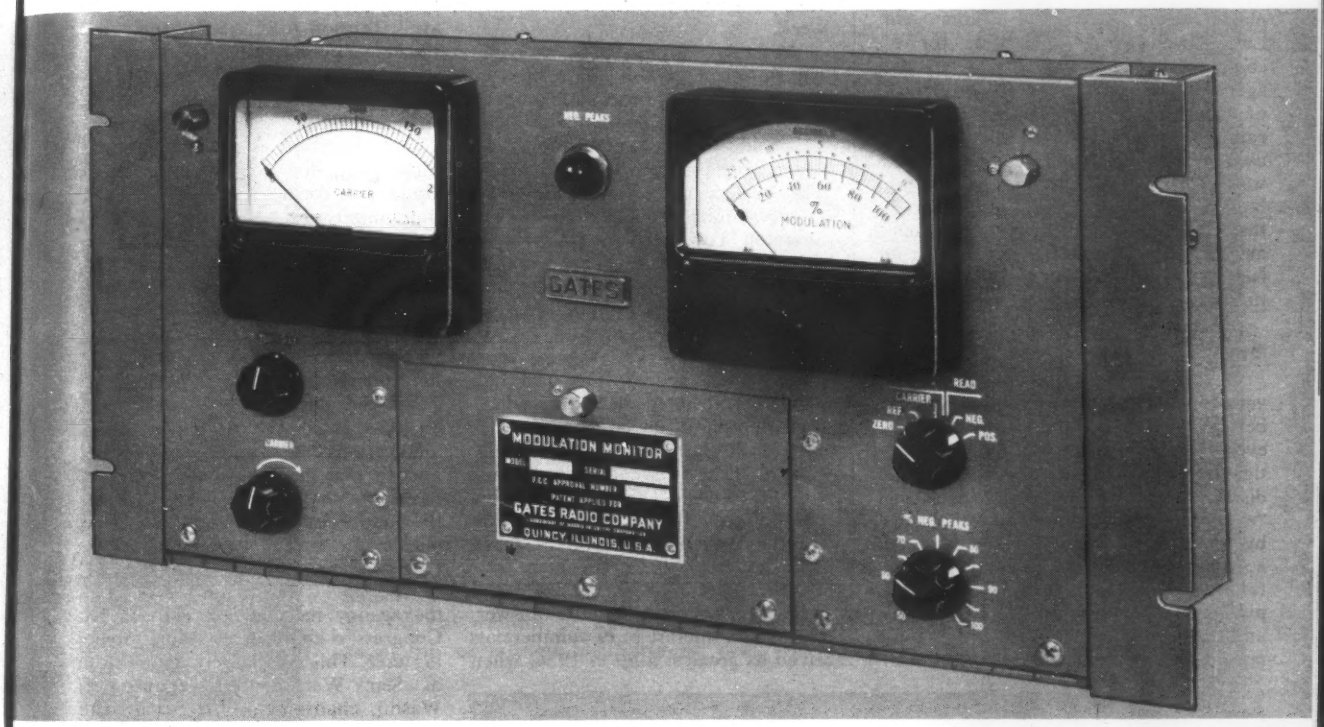
Standard Brands and Ted Bates & Co.—Blue Bonnet margarine commercial showing Blue Bonnet, butter and competitive margarine with magnified drops of moisture on Blue Bonnet and butter. Voice over video claims moisture drops indicate that "Flavor Gems" in Blue Bonnet give it rich, "natural" taste similar to butter and that lack of these moisture drops indicates competitive margarine doesn't taste like "high price spread." Not so, says FTC; moisture drops on Blue Bonnet and butter are not real moisture drops, but are of "non-volatile" liquid substituted for the demonstration. And, continues FTC, presence of visible moisture in butter and margarine is undesirable and is avoided by the industry if possible.

Colgate-Palmolive Co. and Ted Bates & Co.—Palmolive Rapid Shave commercial in which hand holding razor "shaves" sandpaper treated with product. This is supposed to demonstrate "moisturizing" effects of the shaving cream. Not so, says FTC; sandpaper is really glass or plexiglass coated with sand.

Aluminum Co. of America, Wear-Ever Aluminum Inc. and Ketchum MacLeod & Grove—New "Super-Strength Alcoa Wrap" commercial showing two hams side by side. One, dried out and "tasteless" is wrapped in torn, crumpled competitive foil; other, fresh and "tasty" looking, is wrapped in fresh-looking, untorn foil. Claim is made that both hams were wrapped and unwrapped same number of times, thus allegedly proving superior qualities of Alcoa wrap. Not so, says FTC. Both hams were among number bought and aged. Least appetizing ham was wrapped in competitive foil which was torn and wrinkled before wrapping; freshest-

A Major Break-Through in the search for a Better Modulation Monitor

The ALL NEW GATES M-5693 Modulation Monitor



The Gates M-5693 modulation monitor operates on an entirely new principle, with patent applied for. Employing direct coupling, this new monitor will read the true values of positive and negative peaks regardless of the presence of carrier shift. With the fastest meter allowable, it will, in addition, give correct peak indications on single program pulses as short as approximately 50 milliseconds and will measure the true peak amplitude of program or tone regardless of the wave forms encountered.

Older modulation monitors required the engineer to provide certain safety factors to prevent overmodulation. The new M-5693 monitor with true peak indication regardless of the complex waveform in standard programming, assures accuracy to the point that often greater modulation of the transmitter is possible, resulting in valuable increased signal strength.

The new Gates modulation monitor uses the difference in the rectified carrier voltage and the reference voltage for negative peaks, and the error from carrier shift decreases as the percentage modulation increases. The error is zero for 100% modulation. Indication of exact readings at high modulation is now possible and downward allowance for the error factor is no longer necessary.

The self-calibrating feature and the accuracy of indication makes this new monitor ideal for the annual proof-of-performance measurements. An oscilloscope is not even necessary.

The new monitor can be located at the transmitter and operated by remote control, with compensating adjustments in the monitor for imperfect telephone lines. There are many more exclusive features in this all new modulation monitor, which are discussed in detail in Engineering Bulletin No. 117-L. Write for your copy today—yours for the asking.

GATES

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

Offices in: HOUSTON, WASHINGTON, D.C.

International division: 13 EAST 40th STREET, NEW YORK CITY

In Canada: CANADIAN MARCONI COMPANY

HARRIS INTERTYPE CORPORATION

looking ham was carefully wrapped in un-abused Alcoa product. The two hams were not wrapped and unwrapped the same number of times, the FTC complaint said.

The FTC complaints gave the respondents 30 days to file answers and also designated all the cases for hearing on March 21 in Washington.

Follows Complaint Against GM & LOF • Last Friday's charges follow hard on the heels of the FTC's complaint against General Motors and Libby-Owens-Ford Glass Co. for tv commercials which, according to the agency, compared the purported lack of distortion in LOF glass used in GM cars with the alleged distortion in glass used in other automobile makes. This was filed last November (BROADCASTING, Nov. 9, 1959). One of the allegations is that one of the scenes in the tv commercial showing LOF's superiority in lack of distortion was actually shot through an open car window.

General Motors Corp. has denied these charges.

GM asserted that the challenged advertising was voluntarily discontinued before the FTC complaint was filed and even before the agency began its investigation. The motor company asked dismissal of the complaint, declaring "everything that could be accomplished by this proceeding has already been accomplished by the voluntary good faith discontinuance." GM also said that pictures in advertisements gave a "fair and truthful portrayal of what they purported to portray."

LOF has not yet filed its answer.

The FTC's interest in tv commercials received its greatest fillip in 1956, when the agency received extra funds from Congress to establish a tv-radio monitoring unit. This was largely at the urging of Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee. The special unit was set up in October of that year and the first move to follow was the issuance of complaints against the Mentholatum Co., Whitehall Pharmacal Co. (for Infrarub) and Omega Chemical Co. (for Omega Oil). These were filed in March 1957 and charged that the muscle rub advertisements on tv were false and misleading.

Following this came complaints against (1) the American Chicle Co. (for Rolaids), filed in May 1957 and charging that the use of a white coated actor implied medical profession endorsement; (2) Lanolin Plus, filed in July 1957, against a tv commercial warning against "burning" hair with ordinary shampoos; (3) Helene Curtis' Enden Shampoo, filed also in July 1957, against claims Enden cured dandruff; (4) Lestoil, filed in February 1958, against the lack of warning that the cleaner was flammable; (5) Hutchinson Wax Co., filed in May 1958, which showed via tv that its wax allegedly withstood flaming gasoline; (6) Max Factor Co.'s Natural Wave Hair Spray.

Forecast: more crusades, little legislation

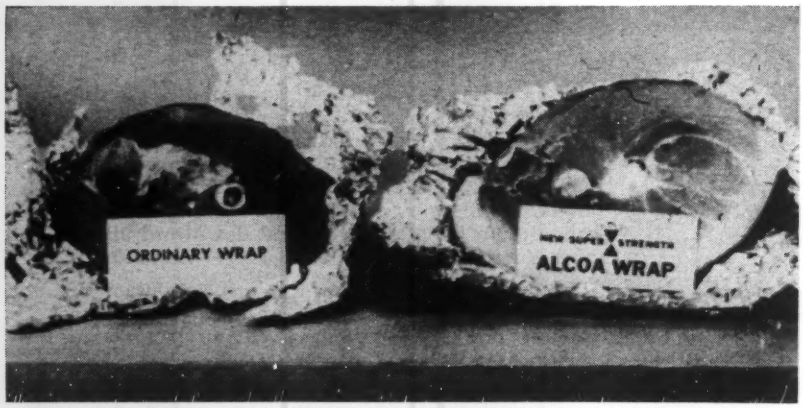
U.S. Atty. Gen. William P. Rogers' report (BROADCASTING, Jan. 11) will encourage the FCC and Federal Trade Commission to "embark on new crusades," with the inherent danger "they might be stampeded into going beyond their authorized powers," Sol Taishoff, editor-publisher of BROADCASTING, told the Chicago Broadcast Advertising Club last week.

While several new bills probably will be introduced in this session of Congress, there's little likelihood of any "considerable amount" of legislation affecting communications and advertising this year, he predicted. The "real danger," he told the club's monthly luncheon meeting in the Sheraton Tower, is apt to come in the next Congress, dependent "in great measure upon what happens in broadcasting and advertising between now and then."

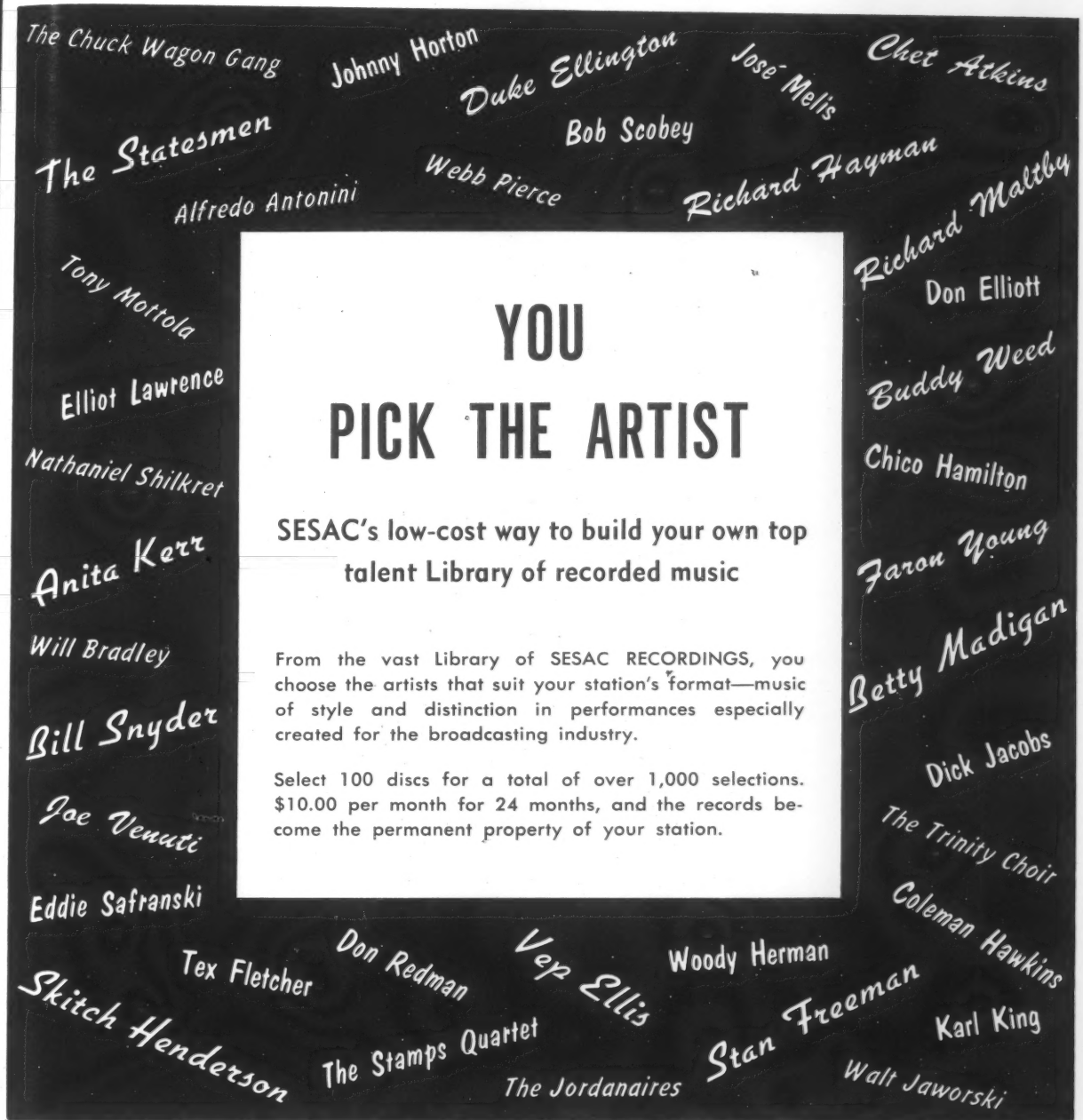
Tracing congressional and government agency probes since last fall, Mr. Taishoff noted that an investigation of radio-tv advertising must inevitably lead to all media, as in the case of the FTC's complaint against Life cigarettes. "This is how a virus culture grows . . . how infection can be spread from one business, advertising, to another, communications," he observed.

Some people still favor government control over radio-tv programming, with the apparent belief that "there is a built-in guarantee of excellence in government supervision and a built-in guarantee of mediocrity or worse in supervision by anybody outside of government," Mr. Taishoff declared. And, he added, some members of the FCC feel they can guarantee the elevation of American culture with a "magic formula" that stamps all sustaining programs as good simply because they don't carry advertising. Under this formula, he reasoned, "a station gets better as its business gets worse, meaning that a station is best the day it goes broke."

Not enough people in broadcasting today believe their business is communications rather than advertising, Mr. Taishoff stressed, and not enough in advertising today "fully understand the difference between their business and the business of communications." It's small wonder, he added, that people in government have difficulty distinguishing between the influences of each in radio and television.



Hamming it up • This is the tv commercial used to demonstrate the "super strength" of Alcoa's "New Super Strength Alcoa Wrap." Alcoa wrap is on right, "ordinary" wrap on left. According to the Federal Trade Commission a voice over video says that both hams have been wrapped and unwrapped the same number of times, with ordinary wrap tattered and torn, ham dried out and tasteless and Alcoa wrap unripped and ham "juicy and tasty." Not so, says the FTC. Both hams were not wrapped and unwrapped at same times; a number of hams were bought and allowed to age; the one most fresh was wrapped in Alcoa product; the other in a competitive foil which was torn and crumpled by hand to give it a used appearance. The FTC complaint was filed against Alcoa, Wear-Ever Aluminum Inc. and Ketchum, MacLeod & Grove Inc., agency handling the account.



YOU PICK THE ARTIST

SESAC's low-cost way to build your own top talent Library of recorded music

From the vast Library of SESAC RECORDINGS, you choose the artists that suit your station's format—music of style and distinction in performances especially created for the broadcasting industry.

Select 100 discs for a total of over 1,000 selections. $10.00 per month for 24 months, and the records become the permanent property of your station.

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New York 19, N. Y.

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New York 19, New York

Gentlemen:

I am interested in the "Pick the Artist" Plan. Send full information immediately.

Name & Title .....

Call Letters ..... Address .....

City ..... Zone .... State .....

filed October 1958, against tv claim that ordinary straight hair would be given a natural wave if the product was used.

Six Month Wax Still Pends • In January last year the FTC charged that Continental Wax Corp.'s Six Month Wax advertising on tv was false in that the wax did not last six months. This case is still pending.

Orders or consent judgments were issued in all the other cases, except the complaint against Hutchinson Wax Co. In this case, the complaint was dismissed since the claims were found to be true, but the company was chided for using a fixed demonstration to highlight its claims.

Where does the FTC draw the line between rigged tv commercials and those in which a little "touching up" is used to bring the product or its claimed characteristics clearly through on tv?

FTC Chairman Earl W. Kintner has publicly and privately made these points on this question: The FTC has no interest where no material deception is practiced. It is not against the use of aids to make the product look or act like it should. But it is going to look twice at aids or gimmicks that make the product look or act better than it is—or a competitor's product worse.

HARRIS SETS HIS PAYOLA DATE

Hearing will start Feb. 8; Oversight seeks $410,000 budget

The House Legislative Oversight Subcommittee's hearing on "the whole field of payola" will begin about Feb. 8, Chairman Oren Harris (D-Ark.) announced last week at a news conference immediately following a closed session of the parent House Interstate & Foreign Commerce Committee which he also heads.

His announcement Wednesday indicated the hearing will follow the same pattern as the tv quiz show hearing held last fall and he didn't think it would last more than a week. He declined to name any witnesses, saying only that the list would include disc jockeys and recording company executives and acknowledging that the House group "usually" hears the involved agencies — FCC and Federal Trade Commission.

Rep. Harris disclosed that the Oversight group is asking a total of $410,000 for the subcommittee for its work during this session of Congress, including $275,000 in new appropriations, some $23,000 on hand unspent and $112,000 —the amount left from an appropriation last year for a study of the radio spectrum—to be diverted to the Oversight group for other work.

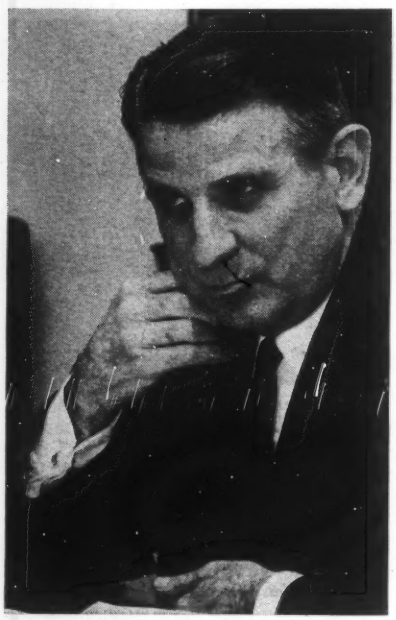
He estimated that the Oversight Subcommittee's interim report—reporting on its tv quiz show hearing last year and containing legislative and administrative recommendations — would be out in about two weeks.

Staff Build-Up • He also disclosed that if the House Administration Committee approves the $410,000 proposed budget for the oversight unit, he will hire six new investigators and two clerks to add to the subcommittee's present staff of 25. The budget was submitted to the Administration Committee Thursday in the usual closed session. The $23,000 still on hand was the remainder of a $200,000 appropriation for the subcommittee last year.

Rep. Harris indicated the subcommittee will stick to payola at its hearing next month and indicated that if the group goes into such subjects as misleading advertising on tv and radio it will be in a separate hearing.

Rep. Harris also said hearings would be held the second week in February on two pending bills to prohibit improper influences on federal agencies, set up ethical standards for agency members and employes and prohibit *ex parte* presentations to the agencies. He estimated Feb. 10 as the date.

The House Commerce Committee's Communications Subcommittee has been asked to make on-the-spot studies and surveys on educational tv at Albuquerque, N.M., St. Louis and Champaign, Ill., in connection with a Senate-approved bill (S 12) to grant $52 million in federal subsidies to educational tv, Rep. Harris said. He noted the subcommittee conducted similar studies in the Washington, D.C., area, the South, the West, the Midwest and the North during the congressional recess.



REP. HARRIS
Schedules payola quiz

Spectrum Later? • The subcommittee's plan to conduct a spectrum study has reached an impasse, he indicated, because of opposition from the Office of Civil Defense Mobilization, which wants such a study to be conducted by the Executive Department rather than by Congress. The OCDM oversees government (mainly military) use of the spectrum.

With these differences between non-government users and government users, he said, "we might have to knock some heads together" because the present situation prevents any chance at making headway.

He indicated, too, that "some people" feel there have been enough studies in the past 10 years and want action instead of more studies.

Rep. Harris said he still feels there is merit in the proposed study by the Oversight Subcommittee and in his bill (HR 8426), which would establish a Federal Allocations Board with authority to divide the radio spectrum among all users—both government and non-government.

Speed on Payola • Referring to the payola probe, Rep. Harris said the subcommittee's activities will have to be "streamlined" because its work must be accomplished by July 1 in time for the presidential nominating conventions and subsequent election campaigns. The House unit, he said, can't afford to make an on-the-spot investigation of every broadcaster. Its main function, he said, is to determine whether present laws are being administered properly and whether the present laws are adequate.

He declined to comment on the report by Attorney General William Rogers, standing on his earlier statements that the report's recommendations do not go far enough (BROADCASTING, Jan. 11).

Rep. John B. Bennett (R-Mich.), ranking GOP member on the subcommittee, said Thursday he felt the House

Six major league stations command the attention of time buyers plotting radio campaigns in Cincinnati. One barrages an area audience but misses fire in the metro market; four others crack the city but black out in the area .One station—WCKY—nails down both...the market and the area. AM Radio Sales, Tom Welstead in New York or your own Nielsen pocketpiece will show you that WCKY piles up a huge daily, weekly and monthly circulation in Cincinnati and in the Tri-State area. A big audience cemented to a low rate makes WCKY some buy!

WCKY-50,000 WATTS

CINCINNATI 1530 ON THE DIAL

Oversight unit should keep probing until it has exposed every irregular practice in broadcasting and added he is particularly interested in deceptive and fraudulent advertising and programming. But he didn't think the group would be able to get to these practices during the hearings which start around Feb. 8.

Rep. William L. Springer (R-Ill.), another member, said Thursday he expects the hearings to show that payola has "infiltrated the entire broadcasting industry," especially in the largest cities. He revealed that investigators went to Chicago last week and a subcommittee staffer later confirmed that three staff members had left for Chicago, the first visit by staffers to that area, he said, although the subcommittee has had complaints about payola in that city for some time.

Rep. Samuel L. Devine (R-Ohio), also a subcommittee member, expressed the belief that action by the FCC and FTC may remove the need for legislation to prevent tv quiz show fixes. He said he thinks misleading advertising is a far more serious problem.

In a statement earlier in the week, he expressed reluctance to recommend legislation to regulate tv programming because, he said, it brings up the question of censorship. But he felt new laws may be needed to help curb some tv commercials. He wouldn't cite examples, but said some types of commercials are irritating. More acceptable to him, he said, are the cartoon commercials which are "simple and quiet and get the job done."

The Oversight Subcommittee had met earlier in the week (Tuesday), but Chairman Harris would only say the budget proposals were discussed.

FTC charges five more with payola

The Federal Trade Commission last week filed payola complaints against four more companies—bringing to 27 the number of such alleged unfair trade practice charges it has issued in the last six weeks.

Meanwhile, the first answer to the initial payola complaints was received by the FTC last week. This was from London Records Inc., New York. London admitted that "it has directly and indirectly given valuable consideration to disc jockeys" but denied all allegations of wrongdoing. Previously RCA signed a consent judgment to the same charge (BROADCASTING, Dec. 14, 7, 1959).

The FTC's complaints last week were issued against the following: United Telefilm Records Inc., New York (Tel and Warwick labels); M. S. Distributing Co., Chicago; A & I Record Distribution Co., Cincinnati, and James H. Martin Inc.-Music Distributors Inc., Chicago.

FTC officials have indicated that more payola complaints may be expected as a result of an investigation of about 100 such cases.

Supreme Court review sought on spectrum

The power of the President over the radio spectrum may be reviewed by the U.S. Supreme Court. This is the object of a petition for review filed by aviation interests. The request is aimed at reversing a U.S. appeals court ruling Nov. 13 affirming a 1958 FCC deletion of 2,000 mc of spectrum space from non-government usage.

In its brief, filed Dec. 31, 1959, petitioners claimed that the lower court erred when it found that the FCC could take the action it did based solely on a request by the Office of Civilian & Defense Mobilization, acting for the President. It was claimed that the FCC could not change spectrum allocations without a rulemaking with all parties represented, particularly since international treaties were involved.

The 1958 action was protested by Aeronautical Radio Inc., Bendix Aviation Corp., Air Transport Assn., Pan American World Airways, Trans World Airlines and United Air Lines.

Among the bands deleted for private use were 100 mc in the 8800 mc band, changed from civilian radionavigation to government radio-positioning. The move came while the aviation industry was in the midst of adopting a doppler radionavigation device using this frequency.

In its Nov. 13 unanimous decision, the lower court held that Sec. 305 of the Communications Act gives the President prime power over the radio spectrum. The FCC, therefore, the court said, could do nothing more than accede to his request. The court refused to review the OCDM document since it was classified and there was no reason to look into its justification, according to the appeals judges (BROADCASTING, Nov. 23, 1959).

IN THE CONGRESSIONAL HOPPER:

Here are capsulized versions of legislation introduced so far in this congressional session which is of interest to broadcasters:

S 2780. Sen. Thomas C. Hennings Jr. (D-Mo.)—Designed to clarify scope of authority of federal departments and agencies to withhold information from the public. ("Freedom of Information" bill.) Judiciary Committee. Jan. 11.

S 2823. Sen. Richard L. Neuberger (D-Ore.)—Would furnish government financing to help pay primary and general election campaign expenditures of aspirants for Presidency, Vice Presidency, Senate and House. U.S. would pay for 50% of radio and tv time if not over 30 minutes (radio) and 15 minutes (tv) in primaries; 50% of radio time (if not over 1 hour) and tv time (if not over 30 minutes) in general elections. Other provisions provide additional funds for all media under different formula. Rules & Administration Committee. Jan. 14.

HR 9358. Rep. Abraham Multer (D-N.Y.)—Would require federal agencies to notify persons involved in agency proceedings by furnishing such persons copy of pertinent notice (already in practice at FCC). Judiciary Committee. Jan. 6.

HR 9448. Rep. William H. Avery (R-Kan.)—Would require FCC to reserve for educational purposes tv channels "sufficient" to insure "adequate" availability to as many persons as "reasonably feasible" and with access not "substantially" less favorable than such persons' access to commercial tv. Commerce Committee. Jan. 7.

HR 9486. Rep. Emanuel Celler (D-N.Y.)—Would prohibit concentration of control of "substantial" portion of tv or radio stations and "substantial" portion of news publications (magazines and newspapers) in "any section of the country". Judiciary Committee. Jan. 11.

HR 9549. Rep. Henry S. Reuss (D-Wis.)—Would require radio-tv stations to devote 20% of program schedule to public service programs, broadly defines public service and would set up advisory body to further define term; would require FCC to monitor all outlets to enforce such requirements; set up priority for broadcast applicants based on other ownership of communications media and on local ownership and require bidding (in cash and public service commitments) among those in same priority groups; eliminate McFarland Letter; resurrect transfer procedures similar to "Avco" rule; set new qualifications for FCC members, lengthen terms and boost salaries; set up code of ethics for FCC members and employes. Commerce Committee, Jan. 12.

HR 9627. Rep. Thomas G. Abernethy (D-Miss.)—Would permit daytime am stations to operate "at least" from 6 a.m. to 6 p.m. Commerce Committee. Jan. 14.

Mack re-trial Jan. 25

The second trial of former FCC Comr. Richard A. Mack and Miami attorney Thurman A. Whiteside will take place Jan. 25 before federal District Judge Alexander Holtzoff in Washington. The trial is on charges that both Mr. Mack and his friend Mr. Whiteside conspired to throw the grant of Miami ch. 10 to National Airlines. Last December, the U.S. Supreme Court refused to review a lower court ruling denying a motion to dismiss the case. Last week, the Supreme Court denied a motion to reconsider its ruling.

The first trial resulted in a hung jury. They were tried last spring-summer before District Judge Burnita S. Matthews.

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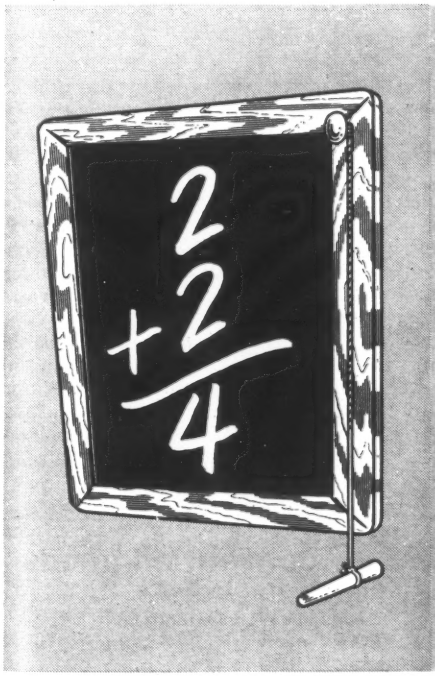


. . . when you buy the Shreveport market. Like every other business, television stations must build their own reputations to gain the respect and loyalty of their customers and the industry. Six years ago KSLA-TV started operations as Shreveport's *first and only* television station. Today it is still the *No. 1 preference* of viewers and advertisers alike.

We like to feel that this is possible because of our strict adherence to good station practices . . . *consistent,* yet imaginative, *programming* . . . and *loyalty* to national and local advertisers who can depend on KSLA-TV to fulfill its obligations to both advertisers and viewers.

This *consistency* PLUS *dynamic ratings* (and we have 'em) add up to KSLA-TV. Your *Harrington, Righter & Parsons* man has the *complete* story. Why not give him a call?

KSLA TV

CBS

channel **2** *shreveport, la.*

BROADCAST 'RESPONSIBILITY'

Overlooked in getting rich, says Reuss bill

Commercial broadcasting over the years "has grown too fast and too profitably to catch up with its responsibilities to the public," Rep. Henry S. Reuss (D-Wis.) told his congressional colleagues last week. Then he dropped a bill in the legislative hopper which, he feels, would in effect say goodbye to all that.

Rep. Reuss' bill (HR 9549) carries these provisions:

• It would require broadcast licensees to devote a minimum of 20% of their schedule to public service programming, including at least one hour in prime evening time (7-10 p.m.).

• So there will be no doubt about what is or is not public service programming, his bill establishes a "broad" definition: "programs . . . primarily to advance education and culture, or to inform the public of events or issues of local, state, national and international importance."

• And just to make sure everybody understands, Rep. Reuss' bill proposes creation of a body to "further define" public service programs: an Advisory Board on Education and Culture—a seven-member group to be headed by the U.S. Commissioner of Education, with other members to be appointed by the FCC chairman from among persons not connected with broadcasting.

• The bill would require the FCC to monitor the programs of all stations to make sure public service programming standards are fulfilled.

Other Provisions • The other provisions of Rep. Reuss' bill incorporate proposals he made during the 85th Congress, in April 1958. They are:

• Broadcasters would be charged a fee for a license established in bidding among competitors—both in cash and public service programming commitments, the FCC deciding the weight to be given to each, and the money to go into a special educational and cultural fund which would use it to make loans or grants to non-profit stations or otherwise use it to further educational and cultural tv and radio programs.

• Establish priorities for those competing for licenses; automatic awards would go to those who stand alone in a higher category, with no money bid required.

• The priority categories: (1) applicant "predominantly locally owned" with no other interests in mass communication media; (2) applicant predominantly locally owned; (3) all others.

• In station transfers a person enjoying a higher priority than the proposed purchaser could block a sale by offering the same amount considered in the transfer.

• The bill would dispense with the "McFarland Letter" requirement under which the FCC must notify an applicant of inability to make a grant, giving grounds and reasons. Instead, the applicant would merely be notified of all objections to his application and given an opportunity to reply. The FCC would then make the grant or designate a hearing as indicated by its findings.

• The Reuss bill also would prohibit all off-the-record communications in both adjudicatory and rulemaking cases, both written and oral.

• Rep. Reuss' bill would prohibit acceptance of honorariums by FCC members and require FCC appointees to be of "known integrity." It would remove membership in a political party as a criterion for appointment. (Present law now requires that not more than four of the seven FCC members may be of the same political party.)

• It would extend terms of FCC members subsequently appointed to 14 instead of 7 years and would raise their salaries $2,000 (to $22,500 for chairman, $22,000 for others).

• The Reuss bill would incorporate a seven-point code of ethics for FCC members and employes to prohibit conflicts of interest.

Responsibility • In an address accompanying his bill, Rep. Reuss said a basic problem which brought about the climate of rigged tv quiz shows and payola has been the failure of broadcasters and the FCC "to accept fully the fact that a grant of the use of the public airwaves . . . carries with it a responsibility to advance education and culture and to bring the best programs, and a balanced diet of programs, to the people of the U.S."

Although broadcasters and the FCC pay "lip service" to these ideals, he said, programs continue to be beamed at "the lowest common denominator of public taste." Broadcasters, backed by the FCC, appear to have two main goals, he said: "to make money, which they do very well, and to entertain, which they sometimes do very well." But educational, informational and cultural programming is "far down the industry's list—if it is there at all."

Since his bill seeks to improve programming without harming commercial broadcasting and since "that also happens to be what the broadcasting industry and its friends claim to want, I expect to have their support for this legislation," Rep. Reuss said.

A spokesman for Rep. Reuss said Thursday the provisions on public service programming in the bill were incorporated after advice and suggestions from "a couple of communications attorneys" and others interested in better programming, but he did not identify them. He said the 20% minimum for public service programs was decided upon as an amount of time "not excessive" for such fare.

Rogers calls parley

U.S. Attorney General William P. Rogers has called for a national conference on consumer protection March 10-11 at the Dept. of Justice in Washington.

Mr. Rogers last week invited the attorneys general of all 50 states and of Guam, Puerto Rico and the Virgin Islands to the meeting. Also participating will be the Federal Trade Commission and the Securities & Exchange Commission.

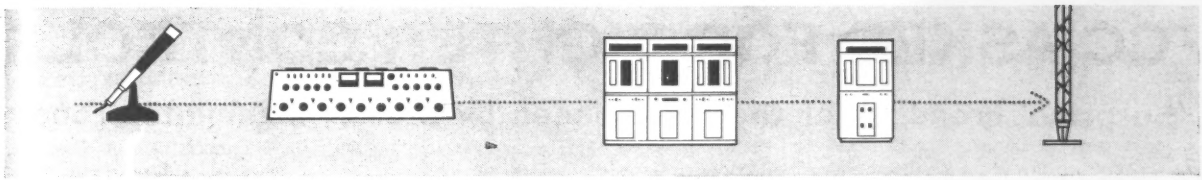
Jan. 22 deadline for L.A. convention needs

Tv and radio broadcast stations which plan to cover the 1960 Democratic National Convention in Los Angeles, which begins July 11, should advise the House Radio-Tv Gallery in Washington of their minimum needs for hotel sleeping rooms, hotel studio or work rooms and work space by Jan. 22, Bob Menough, gallery superintendent, said last week.

He said the survey of stations is for use by the Democratic National Committee which will make all hotel assignments and emphasized that this announcement is not a call for accreditation for credentials.

Although plans are being made for the usual audio and video pool coverage of convention floor activities, some individual stations will want to have their own off-floor coverage in the "independent" radio-tv area being set up adjacent to the convention floor, he said. Stations should advise whether they want to rent a desk, install a telephone, radio loop, broadcasting booth (state minimum dimensions) to be constructed at station's expense.

Stations should meet the Jan. 22 deadline since allocations are being made in early February. Address requests to: Bill Henry, Convention Chairman, House Radio-Tv Gallery, The Capitol, Washington, D.C.



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The equipment listed is but a cross section of the full Collins line. Reliable, high fidelity performance is the result of the straightforward design of Collins broadcast equipment. Whatever your broadcast needs — from microphone to antenna — specify Collins, your one complete source for high fidelity, high quality broadcast equipment.

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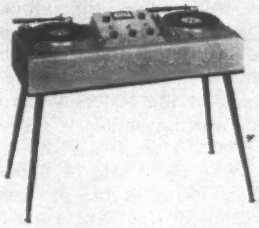
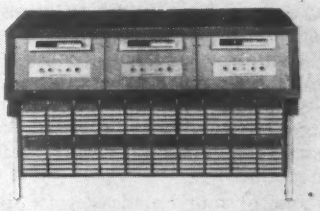
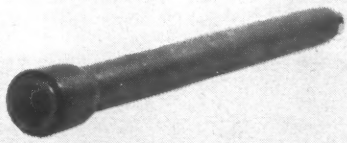


Collins Announcer — Sets up anywhere with complete, three channel studio console facilities. Easily carried in trunk or rear seat of car.



Automatic Tape Control — Complete continuous programming — at just the press of a button. Automatic cueing and stopping.

212G-1 Speech Input Console — Controls simultaneous broadcasting and auditioning of any combination of 9 to 13 inputs.



M-60 Remote Microphone-Amplifier — One hand-size unit combines the functions of a one channel remote amplifier and a dynamic omni-directional microphone.

M-40 Studio Microphone, M-20 Lavalier Microphone — Dynamic, omni-directional microphones specifically designed for radio and television use. Smooth response over 60-18,000 cps frequency range.

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FCC ASKED FOR TIGHTER CONTROLS

'Surprise' broadcaster theme, opposed by Storer, highlights probe

To the acknowledged "surprise" of at least one FCC commissioner, three broadcasters last week urged the Commission to exert more and stricter controls over stations and programming.

As a secondary feature of the agency's continuing radio-tv hearing, ASCAP charged that the "collective" policy of BMI and stations has led to "payola becoming rampant as a big business operation."

The commissioners, reinforced by the return of Comr. Rosel Hyde from Switzerland, were unusually active in their questioning of the witnesses. Only Comr. T.A.M. Craven was not present for last week's sessions.

Their questions, and those of FCC counsel Ashbrook Bryant, centered on (1) FCC authority to consider programming at license renewal, (2) broadcasters' control over network programming, (3) licensing of networks, (4) authenticity of the ASCAP charges, (5) how licensees determine the needs of their communities and (6) content of renewal forms.

Only one of four broadcasters testifying last week, a vice president of Storer Broadcasting Co., urged the Commission to refrain from exerting any further regulation of the industry. But all agreed there is no favoritism of BMI music.

Ford Surprised • Comr. Frederick W. Ford said he was surprised that the station owners were asking for "considerably more regulation" than the public witnesses.

ASCAP President Stanley Adams was pressed by the commissioners for more information to document his charges against BMI. While he was on the stand, Comr. Robert E. Lee asked if BMI would testify during the hearing.

From the audience, BMI Board Chairman Sydney Kaye stood up to reply, "We have not asked for an appearance because we did not anticipate this unjustified attack on us." He formally requested an opportunity to reply at a future date and Comr. Rosel Hyde, presiding at the time, promised the music licensing group would get its chance.

The hearing was held Monday (Jan. 11), Tuesday and Friday of last week. Wednesday was skipped because of the weekly FCC meeting and on Thursday the commissioners were in New York for a meeting of the Radio & Tv Executives Society. The hearing will be recessed this week but it will resume Jan. 25, 26, 28 and 29. Witnesses, in addition to BMI, will include the networks and NAB. The Commission hopes to complete the hearing during next week's sessions —or early February at the latest.

Chairman John C. Doerfer, gave an indication of one result of the hearing (which has been running since Dec. 5, 1959) when he proposed before the RTES Thursday that the networks and their affiliates rotate daily prime half-hours of cultural programming on a weekly basis (see story page 46).

Following is a resume of testimony last week. (For Friday developments, also see AT DEADLINE, page 9.)

Stanley Adams, President of ASCAP • The music licensing society asked to be heard because "we are appalled at how widespread the practice of payola has become in radio and tv," Mr. Adams stated. Payola has become "rampant as a big business operation as a result of the collective activity of the broadcasting industry through its wholly-owned . . . BMI," he charged.

"The very ownership of such an organization by a group of broadcasters threatened free and equal access to the airways for the music of writers and publishers not owned or controlled by this broadcaster-dominated enterprise. And this threat has been compounded by the efforts of BMI to provide financial inducements for stations, disc jockeys, band leaders and program packagers to play BMI music."

The ASCAP president said "these improper practices" should be stopped because they injure the public and writers and publishers who "do not engage in such practices and whose songs are therefore broadcast less often." The only way such "injurious practices" can be curbed is through legislation, Mr. Adams told the commissioners. He continued:

"We submit that it is very much against the public interest in honest programming for the broadcasting industry acting collectively through its wholly owned music-owning and licensing organization, to have encouraged practices which deceive the listening public. . . . I refer to the creation and collective ownership of BMI by the broadcasting industry at large and the incentive thus created for broadcasters to perform BMI music, not on its competitive merits, but because BMI is operated for the exclusive benefit of the owners of radio and tv stations."

Not Legitimate • Mr. Adams contended the activities of BMI clearly go beyond the bounds of legitimate plugging. "The result is that radio and tv stations are induced to increase their performance of the captive songs that stations own and control through BMI," he charged. "The broadcasting industry

Hard pressed • ASCAP President Stanley Adams (l) and General Counsel Herman Finkelstein were ordered by the FCC to furnish supporting documents to their charges that payola is "rampant, as big business operation."

through BMI goes further. It engages collectively in payola by entering into contracts to pay subsidies to music publishing firms . . . performers and disc jockeys hand-picked by BMI."

He said ASCAP complained about alleged BMI payola activities as far back as 1953 in an affidavit filed with the Dept. of Justice.

BMI "manipulation" resulting in artificial ratings will be substantially reduced when the FCC acts to prevent payola, Mr. Adams said, but BMI will still be in a position to exclude ASCAP songs as long as broadcasters own that organization.

Close Scrutiny • The commissioners and FCC counsel Ashbrook Bryant questioned Mr. Adams and ASCAP General Counsel Herman Finkelstein closely on their charges against BMI "On what basis have you made this broad general statement that payola is rampant in the industry?" Mr. Bryant and Comr. Hyde asked.

Mr. Adams replied: " . . . The implication drawn here from the ownership of BMI by the broadcasters indicates that if utilized to the detriment of all other music and all other performing rights societies, it would indicate a widespread, general understanding of the word payola."

Mr. Bryant and several commissioners at various times asked the ASCAP spokesmen if they had proof of the charges. Both Messrs. Adams and Finkelstein referred to past court pleadings, newspaper clippings, trade articles, but admitted they were not prepared to document the charges. Mr. Finkelstein was ordered to supply the FCC with any other documentation available.

In spite of earlier indictments, Mr. Adams admitted to Comr. Cross that he did not know the extent of payola in broadcasting. He kept referring to "collective efforts" of BMI and broadcasters which led the commissioner to reply that ASCAP was claiming that it would not be in the public interest "to use other than ASCAP music."

Mr. Adams protested that ASCAP encourages competition but cannot compete under the present BMI-broadcaster situation.

Comr. Cross retorted that the FCC could no more prevent broadcasters from owning stock in BMI than in AT&T. "We are getting into a stage here where . . . you will have the broadcaster where we tell him what kind of toothpaste he may use," the commissioner said.

Divorce ASCAP Too? • Should ASCAP members be prevented from owning radio or tv stations, publishing houses and record companies, the commissioners repeatedly asked the witnesses.

"I am just prepared to discuss a divorcement of BMI from ownership by the broadcasting industry," Mr. Adams replied. "I am not prepared to discuss it on an individual basis."

Comr. Bartley questioned the witnesses at length on the difference between payola and legitimate promotion. At one point Mr. Adams said this is hard to define but later stated that there is a clear distinction. Such things as orchestrations are legitimate, he said.

"You have left me with a mysterious area here . . . as to what is payola and legitimate plugging and I don't know how to define it," Comr. Bartley stated. "If you are going to suggest that payola be outlawed, you should tell us what it is more clearly."

Comr. Ford's reaction: "I am high and dry as a result of your testimony."

Past Activities • Counsel Bryant questioned the witnesses at length about a multi-million dollar law suit instituted against BMI by some 30 ASCAP members; hearings on both sides of Congress on the BMI-ASCAP relationship, and Justice Dept. proceedings against ASCAP. "You mean you have been antitrusted?" interjected Comr. Cross.

Mr. Bryant also thought it was strange that Mr. Adams professed ignorance of how the nation's "top 10" tunes are selected in light of his charges against BMI. The ASCAP president said he had no ideas and had never been "curious." He said occasionally an ASCAP song makes the list in spite of BMI and broadcasters through "sheer merit."

Herbert E. Evans, president of Peoples Broadcasting Corp. • The head of five radio stations and one tv station owned by Nationwide Insurance Co. urged the FCC to give broadcasting a "little gentle urging" to help the industry regulate itself, especially as to

BMI's reply

BMI last week answered ASCAP charges before the FCC that BMI fostered payola (see story, this page) with a counter charge that "rigged payments" of the latter group encourage payola while its own system of payment "discouraged" the unsavory practice.

"The attack was a diversionary tactic, dredging up old charges in order to distract attention from current ASCAP wrong-doings," BMI said. The three-letter music licensing group pointed out that less than two weeks ago ASCAP signed a new consent decree with the Dept. of Justice (BROADCASTING, Jan. 11) "the fourth imposed upon it for antitrust violations since 1941."

BMI said Federal Judge Sylvester J. Ryan, in connection with the decree, pointed out that ASCAP payments to its members favored the "controlling group" within ASCAP with the result that "young writers and publishers are being discouraged from writing and publishing new songs."

Future witness • Sydney Kaye, (r) BMI board chairman and general counsel of BMI, discusses date for future appearance with FCC attorney James Tierney after requesting opportunity to answer ASCAP charges.

what is expected in programming.

"I recognize that in our field of broadcasting some owners with the desire for a quick buck have turned their radio stations into nothing but juke boxes," Mr. Evans said. "Tv stations have broadcast queer looking characters in need of a haircut, who wiggle and twist their way through unmusical offerings to the twang of a guitar. Murder, violence and crime are all too prevalent in too many programs. Much of this is broadcast with screaming commercials so as to be heard over the whole noisy din. . . . I recognize, therefore, that at least in some areas, the broadcast industry has to be concerned about obvious errors and shortcomings."

Mr. Evans said Peoples is experimenting with a "listeners' advisory council" at WTTM Trenton, N.J., with very satisfactory results. He disclosed plans to institute similar councils at other Peoples stations—WRFD Columbus-Worthington, Ohio; WGAR Cleveland; WMMN Fairmont, W.Va.; WNAX Yankton, S.D., and KVTV (TV) Sioux City, Iowa.

The Commission, Mr. Evans felt, is faced with the basic question of what it "should and can do about programming." It must do more than in the past, he said, and perhaps only a court decision can determine how far the FCC should go. "If the decision is unfavorable, then the answer is to obtain such power as may be necessary and desirable from the Congress," he told the commissioners.

Great Power • The Commission "has great power" over programming in (1) original grants and (2) at license renewal, Mr. Evans stated. "If the Commission followed through and were to require applicants to live up to promises and to commitments, it would have much less of a problem than it faces today," he said of original grants. On renewals, Mr. Evans had this to say: ". . . The Commission has effectively, if somewhat unwittingly, established a 'floor' of standards above which licensees appear to be renewed almost without question and virtually on an automatic basis. This floor is so low as to permit many abuses.

"I do not think that it is censorship for the Commission to inquire whether a solid dose of platters, advertising and a smattering of news capsules is . . . in the public interest. . . . Vigorous action by the Commission, such as refusal to renew a license . . . would quickly result in a very substantial lifting of the floor for the marginal broadcaster."

'Fascinated' by ASCAP • Comr. John S. Cross asked Mr. Evans if the ASCAP charges were true. "No," the witness replied. "I was fascinated with it this morning [ASCAP's Adams appeared Monday just ahead of Mr. Evans] because I was on the committee that negotiated with ASCAP for the new contract (BROADCASTING, Jan. 11). I was amazed at the ignorance they showed this morning and the skill they showed when they were negotiating with us in understanding all that was going on in the industry."

William L. Putnam, president of Springfield Tv Broadcasting Corp. • Mr. Putnam, president of three Massachussetts uhf stations, entered an indictment of "a system of tv where wide coverage and market straddling has been encouraged. . . ." He urged that all tv be shifted to the upper band.

"We do more hours of local and live programming on just one of our stations than all the commercial stations in Boston (three) put together—and we do it on that station with a rate card of $500," Mr. Putnam said. "It is thus obvious that tremendous coverage and inflated earnings are not requisite to serving the public interest."

Clarify policies • Herbert E. Evans, president of Peoples Broadcasting Co., urges the Commission to spell out to licensees what is expected in the way of programming.

The president of WWLP (TV) Springfield, WWOR-TV Worcester and WRLP (TV) Greenfield hit the emphasis placed on ratings and "circles on maps [coverage patterns]" by advertisers as "maybe the whole reason" for the current tv dilemma. "We have slid by deliberate intent, or by accident, into a system of tv broadcasting where wide coverage and market straddling has been encouraged to the consequent detriment of the community responsibility . . ." he charged.

Comr. Lee asked the witness several questions about his uhf operation in the mountainous New England terrain. In addition to the three uhf stations, Mr. Putnam said his firm has built three translators at a cost of about $4,000 each. One, he said, was built because the "local catv people will have nothing to do with us." His stations face heavy catv competition, he stated, with about half the sets serviced by catv converted to uhf. Where there is no catv, he estimated the conversion at about 90%.

Mr. Putnam also cited "absentee ownership" operations which, he said, cause the broadcaster to lose identity with the local community.

Donald F. Conaway, executive secretary, American Federation of Tv & Radio Artists • "All that is required is that you get out the oil can and oil the machinery you created in 1946 in the Blue Book," the AFTRA executive told the commissioners. "It is unfortunate that we should find ourselves in a situation which the Commission intended to remedy in 1946."

Mr. Conaway leaned heavily on the provisions of the Blue Book in a general indictment of the FCC for its alleged failure to carry out programming provisions of the 14-year-old publication. He said the public image of radio and tv is reflected in the voice and face of the 14,000 performers represented by AFTRA. Station owners and managers are "practically unknown" to the public, he said, and "while this Commission may be aware that the performers do not decide what shall be presented over the air, to the public the station or network is the announcer or performer."

He charged that radio has "almost completely degenerated into a background music service interspersed with news announcements and commercial spot announcements. . . . The necessity for locally produced radio programs serving the specific needs and interests of each local listening audience is more important today than ever. . . ."

Tv stations, with few notable exceptions, he said, present practically no locally produced programs outside of news. Network shows are not an adequate substitute for local productions, he stated.

Theodore Jones, president of WCRB-AM-FM Boston-Waltham, Mass. • Mr. Jones, majority owner of Boston's "better music station," joined several other broadcasters in recommending that the Commission exert more control over the medium. "We feel there must be some balance between our present free competitive system that often allows greed of dollars to abuse that freedom —and the opposite extreme of government dominated airwaves," he said.

But, Mr. Jones warned the commissioners, "if in regulating you try to censure—to dictate what constitutes

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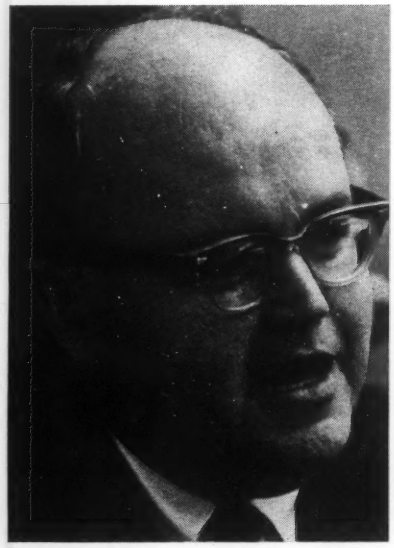
SEAL OF GOOD PRACTICE

More control urged • Good music broadcaster Theodore Jones, president of WCRB-AM-FM Boston, would have FCC exert more controls over broadcasting, including network regulation and commercial limit.



Minority tastes ignored • Frank Kelly, Fund for the Republic vice president, charged that broadcasting has failed to program for minority tastes and interests; urged emphasis on public ownership of spectrum.

Radio degenerated • AFTRA's Donald Conaway told commissioners that radio has degenerated into a background music service interspersed with news and commercials; demanded balanced programming.

good and bad for public consumption —you run into a greater danger." The WCRB president recommended that the Commission take the following seven steps "for better regulation of radio and tv":

(1) To control the dominant programming source, FCC should license the networks.

(2) To change lip service of some licensees to actuality, make all licensees live up to the original promises they make when given grants.

(3) To insure that these promises are fulfilled, hold public hearings on license renewals and on transfers of license.

(4) To raise the standards of programming generally, demand that 50% of programming be public service or cultural and half of this in prime listening time. (One commissioner expressed "amazement" at this recommendation.)

(5) To stop overcommercialization, limit the total time allowed to advertising.

(6) To help keep responsibility where it belongs (with licensees), divorce advertising from programming.

(7) To augment the power to revoke licenses, institute temporary suspension as a warning.

If the FCC does not have the authority to take one or all of these steps, Mr. Jones recommended that it goes to Congress for such authority.

John E. McCoy, vice president of Storer Broadcasting Co. • The former FCC attorney told the commissioners that Storer was in favor of control of radio. "Any medium with so much impact and influence on so many people must be controlled," he said.

The Storer vice president quickly emphasized, however, that he was not advocating the same type of controls (by the government) many other witnesses, including broadcasters, had espoused earlier.

"Such control should be the type that has worked for the past 39 years—control by self-discipline and self regulation, with a minimum of government supervision," he emphasized. Pressures for governmental control "must be resisted strongly and firmly . . ." Mr. McCoy stated.

The real difficulty in meeting such pressures lies in the type and quality of service that a licensee should render to serve the public interest, he said. "We submit that the Commission should not attempt to judge the quality of individual programs. This is purely a subjective judgment. It is largely a matter of taste, or of social or economic philosophy, or all three."

The "minor premises" of tv critics of "murder and mayhem" in tv programming is completely unsound, Mr. McCoy maintained. "It would be ridiculous, even if not censorship, for any government agency to proscribe programming on the basis of this type of allegation."

Blue Book Critic • The Storer spokesman recalled that he joined the Commission in 1946, a week after the Blue Book was issued. "I personally subscribed to its precepts [then]. They sounded pretty reasonable to a young lawyer with no broadcast experience," he said. "I now think there are many things in the Blue Book which should be abandoned if, in fact, they have not already been abandoned."

For example, he cited the emphasis on sustaining programs which "does not make sense," local live programs, talk programs "which lose audiences."

Mr. McCoy told the Commission that Storer is "not generally in favor of more controls or standards; we fear that subsequent Commissions may use any increase in specific standards over programming as a springboard for unwise program regulation."

Storer has prepared a programming manual, which took six months to compile, to help its executives better serve the public, Mr. McCoy said. He said copies would be sent free of charge to all licensees who request them as long as the supply lasts. Also, he said, the multiple owner now is in the process of activating a quality control plan, whereby personnel will monitor the programs and advertising broadcast by all Storer stations on a regular basis.

Leans Over Backwards • In answer to questions Mr. McCoy said he does not believe the FCC has the authority to consider programming at license renewal time. However, he said, Storer "leans over backwards" on the assumption that the Commission does have such power. "We would rather assume that

Continues on page 85

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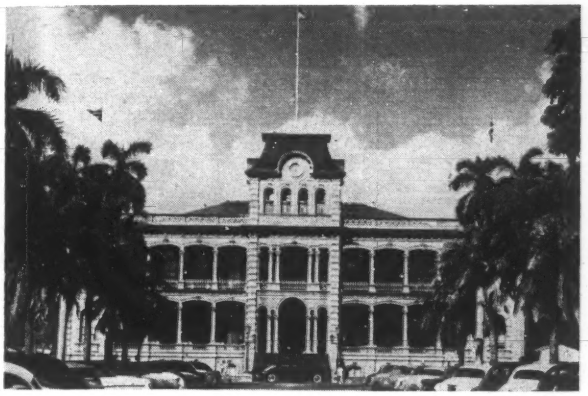
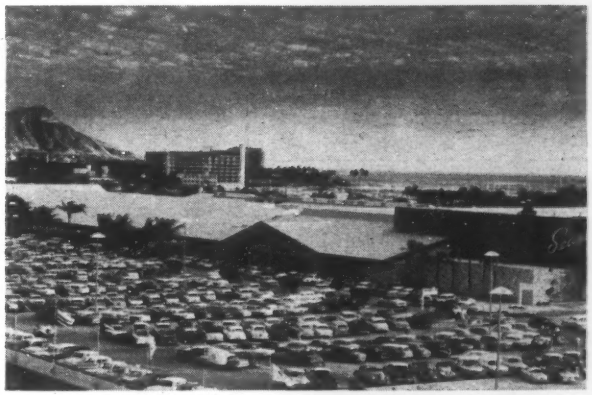




THE REAL MAGIC OF THE ISLANDS

Hawaii still has palms, grass skirts and moonlight that can make a witch look like a boy's best dream, but don't let the travel ads fool you; the newest state is a big, bustling market for U.S. goods

SPECIAL REPORT

Idyllic Hawaii, famed for its South Sea charm, has an economic treasure chest whose riches have barely been discovered.

Beyond the Polynesian facade of Waikiki Beach lies a commercial prize—a market of 660,000 people who live comfortably in the American way and spend more per household than the average U.S. family.

Businessmen often fail to sense the importance of this market after a jet flight to the 50th state and a fortnight of beach-lolling and night-clubbing in Waikiki's tourist spots.

Graced by all-year summer, swaying hula girls and a fire-spouting volcano, the island chain now offers mainland commerce a buying power that somehow hasn't gained due recognition in the general excitement over statehood.

Nearly a century-and-a-half has passed since New England missionaries brought religion and Yankee thrift to the archipelago, once known as the Sandwich Islands. In the opening weeks of 1960, Hawaii assumes its role in the national economy with a business and cultural structure whose facilities and habits are worthy of close, on-the-scene observation.

Catering to fun-loving, money-waving mainlanders is a $100 million industry in Hawaii—an industry that's due for a boom, judging by post-statehood and jet-age developments. It's one of many key income sources with exciting potentials that challenge the imagination of practical economists.

The gentle swish of Hawaii's palms and the fragrance of its plumeria flowers provide a setting for pleasant living. But Hawaii, properly understood, must be conceived as a billion-dollar-plus market available to those who follow the westward move of the U.S. economy and the approaching development of the Orient.

Beautiful Hawaii is more appropriately described, for business purposes, as the focal point for Pacific trade and communications routes spanning half the globe's surface. In less than a quarter-century its distance from the West Coast has been cut from five days to five hours by development of the jet. The East Coast, once a 10-day trip

Hawaii report CONTINUED

away and still a three to four-week surface cargo haul, is now only 10 jet hours out of Honolulu.

Past and Progress • From the fern grottoes of westernmost Kauai to the black sands of the Big Island (Hawaii) this Polynesian island chain is learning how to blend the gadgetry of civilization with its elysian climate and spectacular geography.

Hawaii's physical and mechanical progress matches or surpasses that of many states, particularly in the Greater Honolulu area. The commercial decor is contemporary and alluring, especially in the newer developments. Highways are four-lane and double four-lane where traffic is heaviest; as in most mainland centers, there aren't enough lanes to accommodate the traffic peaks comfortably.

The marketing of goods and services is conducted through facilities unsurpassed anywhere (see Ala Moana Shopping Center, page 78). Selling methods differ from mainland procedures due to the polygenetic population and the diversity of tastes inherent in this racial blending. But Hawaii's businessmen are skilled in the techniques of serving this populace, which lives in an integrated harmony beyond the highest mainland attainments (see marketing-broadcasting story page 73 and ethnic story page 70).

A strong and intensely competitive broadcast structure serves the 50th state, adapting newest technical methods and equipment to the coverage problems created by the high mountains and jutting hills. A trek around the islands leaves one main impression—programming is generally similar to stateside broadcasting.

The Outer Islands • Pleasure-seeking visitors and even businessmen usually take away happy memories of swaying dancers and plush hotels after a fortnight spent signing travel checks. Many tourists utilize the automated travel-bureau tours but the do-it-yourself observer who ventures beyond Waikiki Beach will find a barely touched economic potential.

Within the next decade, many Hawaiians believe, the islands of Maui, Hawaii, Molokai and Kauai will benefit as the growth of industry and business around Honolulu forces agriculture and tourism in their direction. They've got the land and the beaches, and will gladly accommodate the dollars that escape Waikiki. The tourist centers are limited but attractive; plans for new hotels are fabulous.

World War II ended the South Sea concept of Hawaii. In a decade-and-a-half the islands have changed from a defense-sugar-pineapple center located in a setting of tropical splendor into an aluminum-concrete unit trimmed with palm fronds. Most of the beauty remains; the equipment of civilization has been set between the lush vegetation and the abrupt hills, and piled on shore land that once was ocean or swamp.

Honolulu's tourist and aviation industries had a pre-Christmas gift from nature when Kilauea volcano went on a tantrum. In a few exciting days the two inter-island carriers, Aloha and Hawaiian, flew 10,000 passengers over the fiery fountain for fees that ran up to $67.50 for an overnight package deal.

Transportation Advances • The first months of jet travel and statehood pushed visitor arrivals up to 240,000 for 1959, over 25% above early estimates. Pan American flew its first jet last July 4, expanded to daily jets in mid-October and was putting on new flights in mid-January.

New transport developments include DC8 flights by United, to start in March, and by Northwest later in the year; waterborne freight using new containerized methods; more and speedier inter-island freight.

Many journalistic and literary portrayals of Hawaii, swayed by the salubrious climate, fail to stress some of these basic traits of interest to businessmen:

- Hawaii is a domestic, not an export, market.
- Two-thirds of consumer goods are imported, principally from the mainland; most leading brands are sold.
- Gross 1959 product was over $1.5 billion.
- There are 135,000 tv and 250,000 radio sets plus 105,000 autos with radios.
- The people are young and ambitious (median age 24; U.S. median 30).
- Personal income in 1959 was $1.32 billion (Bank of Hawaii estimate); population of 660,000 (including military) lives in 160,000 dwellings.

These facts must be understood by those interested in Hawaii's dollars.

An on-the-scene inspection is an instructive as well as pleasurable experience. The fast jet trip helps prepare observing visitors for an alert business pace that contrasts with usual concepts

Broadcast stations in the islands

Radio log of Hawaii

Honolulu, (Oahu):

KAIM—870 kc 1 kw; Christian Broadcasting Assn.; Cornelius Kuer, mgr.
KAIM-FM—95.5 mc 5.6 kw; duplicates KAIM.
KGMB—590 kc 5 kw; CBS; owned by Star-Bulletin: M. Franklyn Warren, vp-gen. mgr.; Robert W. Sevey, sta. mgr.
KGU—760 kc 10 kw; NBC; owned by Honolulu Advertiser; William O. Paine, vp. mgr.
KHVH—1040 kc 5 kw; owned by Kaiser interests; Richard C. Block, gen. mgr.
KIKI—830 kc 250 w; ownership headed by Royal V. Howard; Angelo Rossi, mgr.
KNDI (CP, not on air)—1270 kc 5 kw; James T. Ownby, owner.
KOHO—1170 kc 1 kw (same ownership as KANI Kailua); Japanese, Filipino programs.
KOOD—990 kc 1 kw; Hawaiian Pacific Inc.; Dick Lee, mgr.
KPOA—650 kc 10 kw; owned by Founders Group; Perry W. Carle exec. vp, gen. mgr.
KPOI—1380 kc 5 kw; H. G. Fearnhead, pres.
KULA—690 kc 10 kw; Jack Burnett, pres.
KUOH (FM)—(non-commercial, educational)—90.5 mc 10 w; U. of Hawaii.
KVOK (FM)—(non-commercial, educational)—88.1 mc 10 w; Kamehameha School for Girls.
NEW (CP, not on air)—96.3 mc 7.7 kw; E. F. Weerts, owner.

Kailua (Oahu):

KANI—1240 kc 250 w; Windward Broadcasting Co. (see KOHO Honolulu).

Waipahu (Oahu):

KAHU—920 kc 1 kw; Rural Broadcasting Co.; Harry En Chu, gen. mgr.

Hilo (Hawaii):

KHBC—970 kc 1 kw; CBS; owned by KGMB Honolulu and rebroadcasts its programs.
KIMO—850 kc 1 kw; James Emile Jaeger, owner; rebroadcasts some KHVH Honolulu programs.
KIPA—1110 kc 1 kw; MBS, Inter-Island Network; estate of Allan H. Pollack, owner; R. W. Jaderstrom, mgr; repeats some KPOA Honolulu programs.

Wailuku (Maui):

KMVI—550 kc 1 kw; Maui Pub. Co., Ezra J. Crane, gen. mgr.; Richard E. Mawson, sta. mgr.

Lihue (Kauai):

KTOH—1490 kc 250 w; NBC; Charles J. Fern, pres. & gen. mgr.; Tad Eto, com. mgr.

Tv log of Hawaii

Honolulu (Oahu):

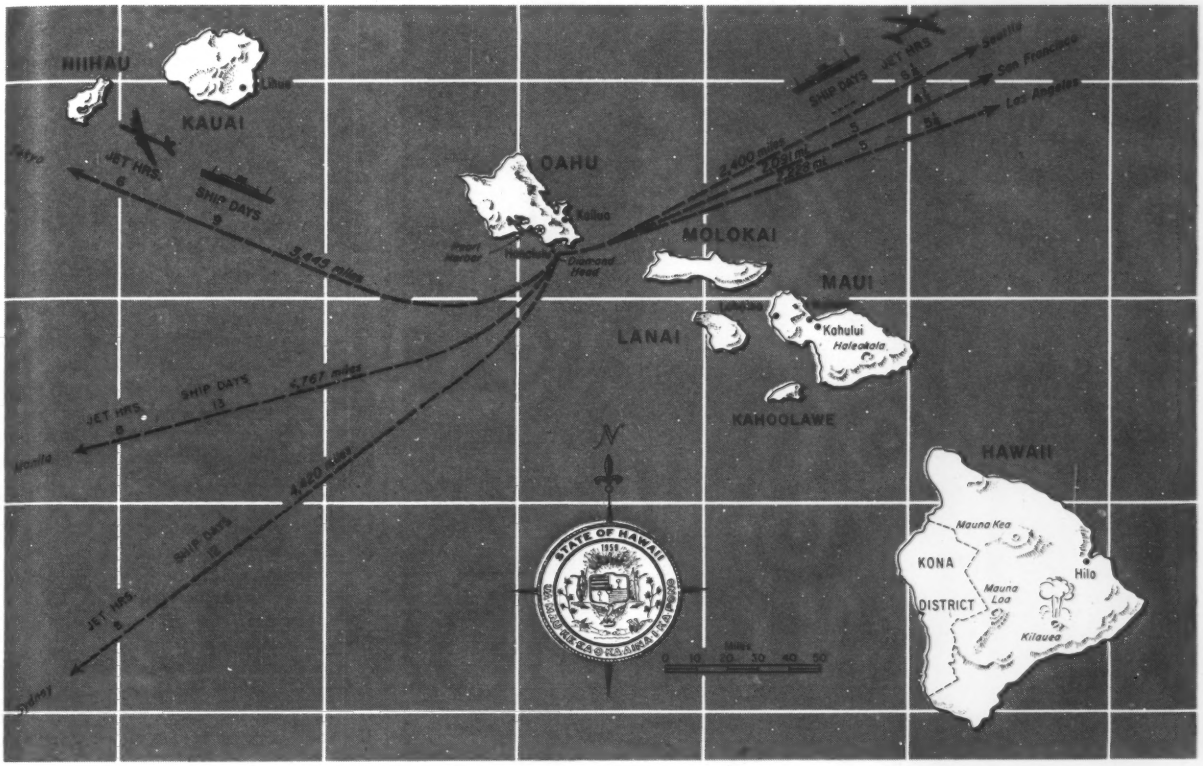
KGMB-TV—ch 9 77.6 kw visual; CBS-TV; owned by Star-Bulletin; M. Franklyn Warren, vp-gen. mgr.; Robert W. Sevey, sta. mgr. (see KMAU-TV Wailuku and KHBC-TV Hilo, satellites).
KHVH-TV—ch 4 26.3 kw visual; ABC-TV; owned by Kaiser interests; Richard C. Block, gen. & sales mgr. (see KMVI-TV Wailuku; applicant for ch. 13 Hilo satellite).
KONA (TV)—ch 2 60.3 kw visual; NBC-TV; owned by Honolulu Advertiser (KGU) and John D. Keating, pres. & gen. mgr.; Arthur P. Sprinkle Jr., sta. mgr. (see KALA-TV Wailuku, satellite).

Wailuku (Maui):

KALA (TV)—ch 7 11.92 kw visual; NBC-TV; owned by KONA (TV) Honolulu and rebroadcasts its programs as satellite.
KMAU-TV—ch 3 5.95 kw visual; CBS-TV; owned by KGMB-TV Honolulu and rebroadcasts its programs as satellite, along with KHBC-TV Hilo.
KMVI-TV—ch 12 27.5 kw visual; owned by Maui Publishing Co. (see KMVI Wailuku); rebroadcasts KHVH-TV Honolulu programs.

Hilo (Hawaii):

KHBC-TV—ch 9 1 kw visual; owned by KGMB-TV Honolulu and rebroadcasts its programs as satellite, along with KMAU-TV Wailuku.
NEW—ch 13; application for satellite filed Jan. 6 at FCC by KHVH-TV Honolulu.



The islands of Hawaii • Estimates of Hawaiian economy by individual islands, compiled in late 1959 by the Bank of Hawaii, follow (with % of all-island totals):

Oahu • 604 sq. mi., 9.4% of total land area; population 502,000 (including military), 79.1% of total; labor force 162,160, 76.9%; sugar (exports) $20.7 million, 20.2%; pineapples $68.5 million, 54.9%; other agriculture $20.1 million, 48.0%; tourism $75 million, 91.4%.

Hawaii • 4,030 sq. mi., 62.6%; population 61,000, 9.4%; labor force 22,020, 10.4%; sugar (exports) $36.6 million, 35.6%; pineapples, none; other agriculture $14.7 million, 35.1%; tourism $4 million, 4.9%; coffee $7 million.

Maui County • (includes Maui, Molokai and Lanai Islands) 1,174 sq. mi., 18.2%; population 44,000, 6.9%; labor force 16,060, 7.6%; sugar (exports) $22.1 million, 21.5%; pineapples $44.5 million, 35.6%; other agriculture $4.3 million, 10.2%; tourism $1 million, 1.2%.

Kauai • 627 sq. mi., 9.8%; population 28,000, 4.4%; labor force, 10,650, 5.1%; sugar (exports) $23.4 million, 22.7%; pineapples $11.9 million, 9.5%; other agriculture $2.8 million, 6.7%; tourism $2 million, 2.5%.

Distances from Honolulu • Hawaii (Hilo) 216 mi.; Maui (Kahului) 101 mi.; Molokai (Hoolehua) 53 mi.; Lanai (Lanai City), 74 mi.; Kauai (Lihue) 102 mi.

of lazy living in the tropical climate. Jets and statehood will quicken the development of the outer islands as Oahu, the business and population center, approaches semi-saturation and its agricultural land is pre-empted by the mechanical equipment of modern civilization.

Expansion of air freight and opening of direct mainland flights to the outer islands will further speed outer island progress. Pan Am has proposed a fleet of turboprop jets and converted DC7s for cargo use, including mail and with low bulk rates.

"Mass travel by air, made possible by the jet age, may prove to be more significant to world destiny than the atom bomb," said Juan Trippe, Pan Am president. The enlarged Honolulu-California telephone links now carry more traffic than any other long ocean route.

The business pace in Honolulu is seldom slowed by mid-day heat. Actually, this heat is mild compared to that in many big mainland cities and air-conditioning hasn't developed as a major comfort necessity.

An ex-stateside broadcaster, Harold J. Bock, who once was an NBC Hollywood executive, went to Honolulu in 1955 "to get away from the rat race." Looking around the cluttered desk in his Waikiki public-relations office, he said wistfully, "Now the rat race has caught up with me." He predicted statehood "will be a tremendous catalyst and stimulate all business activity."

Swift Growth • Dominant Honolulu is spreading out in all directions, particularly around the windward (mainland) side. The next decade will see at least $1 billion in private-family construction. Offsetting the historic land shortage, a remnant of the old feudal system, are apartment skyscrapers and land-rental homes. A choice apartment in the Waikiki Beach area may run $40,000 or more. Honolulu's suburbs grew 40% in the last half of the 1950s. Choice business sites cost up to $1 million an acre.

High health standards prevail on the islands. The people are inherently cordial and pleasant. They are physically strong, high in artistic attainments, and have low infant and maternal mortality (see ethnic story page 70).

Native resources are being exploited with fervor. Tropical fruits, in addition to pineapples, are being developed. The orchid business is booming in Honolulu and on the Big Island (Hawaii). Floraleigh Gardens and others ship orchids literally by the million to the mainland, specializing in field-grown varieties not competitive to mainland types. And few visitors have ever landed on the islands without helping the lei business.

Then there are the nuclear sciences, electronic automation and missile arts. All hold promise for Hawaii's future, boosted by the energy of an area that was ready for statehood long before its admission.

1st
ALL DAY
ALL NIGHT
HOOPER
PULSE
K-poi

The Aloha Station in the Aloha State

The people of Hawaii

Hawaii offers living proof that democracy really works.

The islands' 660,000 residents comprise a racial blend of oriental, occidental and Polynesian blood strains and cultures.

This diversified populace lives together in integrated harmony and economic comfort.

There are human facts every mainland businessmen must know in order to do business in the 50th state:

- Living standards in the islands are as good as those in most stateside communities; in Honolulu, where the population is bunched, they're even better.
- The typical Hawaiian's educational and cultural attainments match stateside standards.
- Hawaii's native language is used mostly for festive and promotional purposes plus nomenclature.
- In the typical home are found the same detergents, toothpastes, automobiles, radio and tv sets, and appliances bought on the mainland.
- Business dress in Honolulu is similar to that in Los Angeles, Chicago or New York—aside, of course, from the total lack of cold-weather garments.
- Racial statistics show a strong Oriental flavor, but the blood lines are becoming fused and percentages are becoming meaningless.
- Nine out of 10 persons are Hawaii-born or migrants from the mainland.
- The literacy rate (English) is 98%.
- Every child speaks English; some "pidgin english" is heard among older Japanese residents and other racial groups.
- One of every three weddings in the last half-century has been interracial.

Slow Fusion • The fusing of Hawaii's races since the Yankee missionaries arrived in 1820 and the oriental plantation hands in the 1850s hasn't been all sweetness and love. Early plantation owners sweated their labor and paid pitiful wages.

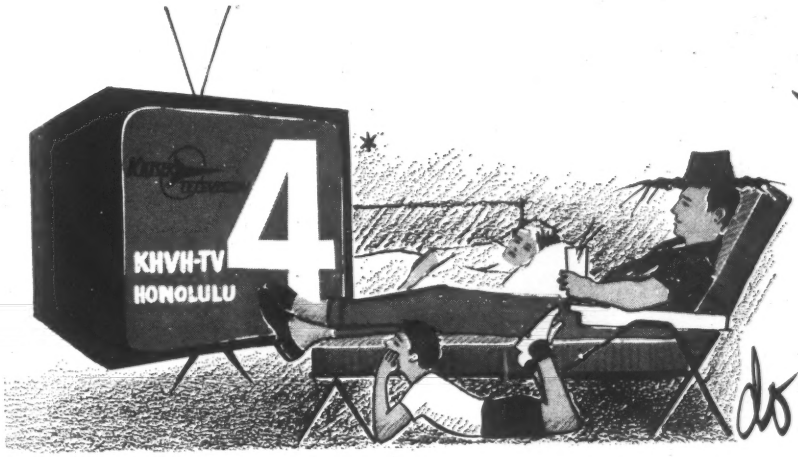
Two old saws tell the story:

(1) The New England missionaries had the Bibles and the natives had the land; in a few years the natives had the Bibles but the missionaries had the land.

(2) The missionaries went to Hawaii to do good and ended by doing well.

Both have basis in fact. The missionaries and their descendants proved to be thrifty businessmen. Mechanization, general progress in the realization of an individual's dignity, schooling for all children and the breakdown of the old dominance of pioneer families contributed to racial harmony. Intermarriage became commonplace and lost its community stigma.

There's still some segregation—in



Hawaiians do more of **THIS**

and **THIS**

than **THIS**

or **ANYTHING** else!

THE BEST IN SIGHT AND SOUND IN THE 50TH STATE

KAISER BROADCASTING

KHVH

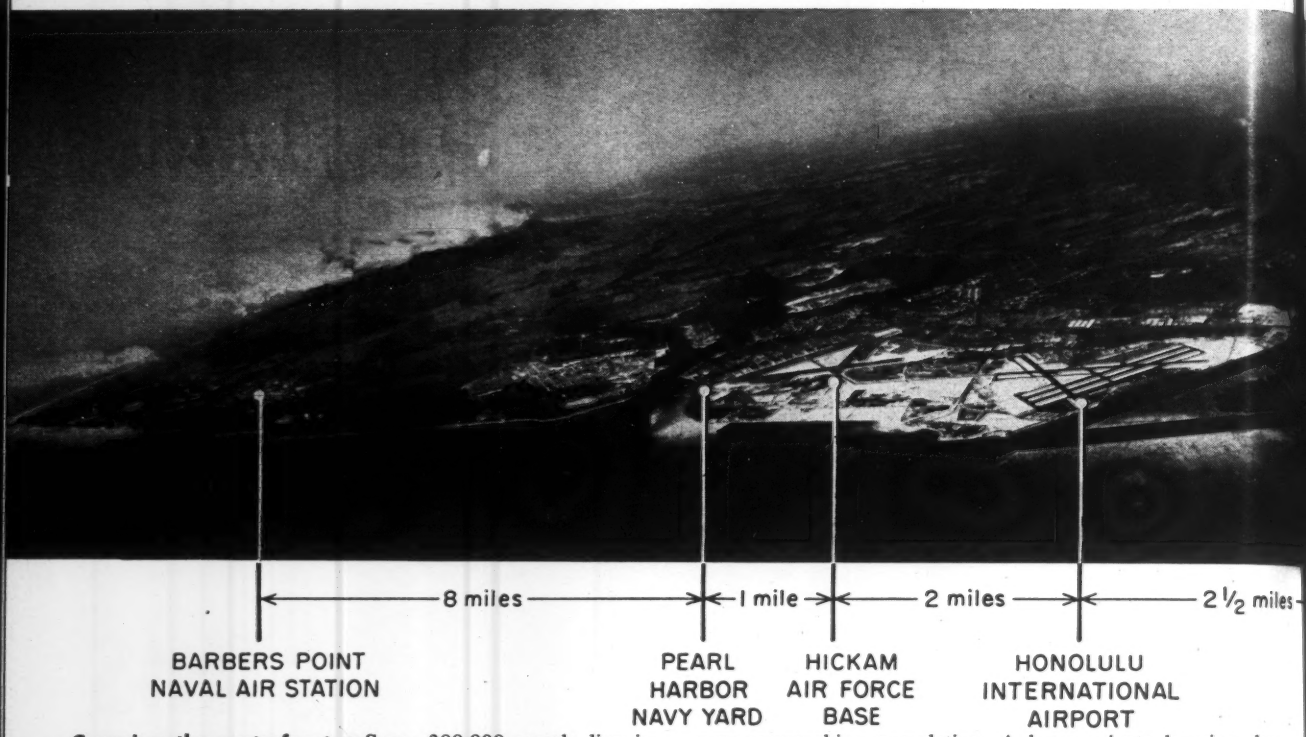
HONOLULU

RADIO 1040 • 5 KW • TV CHANNEL 4 • ABC-TV

REPRESENTED BY THE ADAM YOUNG COMPANIES

*or **KMVI-TV Maui**
*or **Channel 13 Hilo Soon**
(subject to FCC approval)

†or **KIMO, 850, Hilo**



Covering the waterfront • Some 300,000 people live in the Greater Honolulu area, ranging from west of the Barbers Point Naval Stations (left) to Diamond Head (right) and on to Koko Head (extreme right). Industrial development is progressing between Pearl Harbor and Barbers Point, including the $40 million Standard Oil of California refinery now approaching completion. A large private housing development is under way in the section. Starting at Pearl Harbor the residential construction is moving into the island. Two airports and the Keehi Lagoon for seaplanes (center foreground) are bordered by undeveloped Sand Island (between Honolulu industrial and central business district), a

Hawaii report CONTINUED

clubs, for example, where it works both ways—Orientals won't admit Caucasians to some of their activities. But Hawaii stands out as an example of racial harmony, moving President Eisenhower to make this statement Dec. 12 in India during his goodwill tour:

"The men and women of the new (50th) state have their ancestral homes in Asia and Africa and Europe and the two Americas and the islands of the earth. Those people are of every creed and color yet they live together in neighborly friendliness and mutual trust. . . . The world should take time to listen with an attentive ear to Hawaii."

And Gov. William F. Quinn, of Hawaii, described the state as "a successful example of how diverse races and culture have melded happily through the democratic process of live and let live."

Aloha Land • The interested observer who explores the cities, villages and smaller settlements around the islands will quickly catch the spirit of this land of Aloha—a word that is used frequently by Hawaiians. It has become a familiar greeting and symbol of good-will.

At the transition point in Hawaiian history, the new state offers an attractive market because of its relatively high spending for food and goods. The going pay for many plantation workers is nearly $15 a day. Wages and salaries are comparable with stateside levels.

An analysis of racial characteristics in 1957 by the former Territorial Planning Office, using U.S. Census Bureau data (including 58,000 military dependents but not some 40,000-odd military personnel) showed this distribution: Hawaiian and part-Hawaiian, 20.9%; Caucasian 21.7%; Chinese 6.5%; Japanese 33.4%; Filipino 13.2%; other 4.3%.

But the statistics run into the qualifications imposed by a tricky formula because of the blending of blood. In the case of mixed marriages, a child is counted non-Caucasian; if any part is Hawaiian, he is in the part-Hawaiian group; in other mixtures the child is grouped in the father's race.

Education Opportunities • Good schooling is available to all Hawaiian children. Enrollment at 208 public and 98 private schools plus the highly rated U. of Hawaii totals around 175,000.

There are 400 Protestant churches, 115 Catholic parishes and 100 Buddhist temples on the islands. The town of Hilo has a Chinese Congregational church.

The fierce pride of oriental-born Hawaiians in their American citizenship was dramatically demonstrated in World War II when the famed 442d Battalion had the heaviest casualties and received the most decorations given any U.S. Army unit of comparable size. The heroism of these Japanese-American soldiers has been exalted by historians and novelists.

Servicemen quickly fell in love with Hawaii—and sometimes its girls—during the war if they were stationed on the islands or stopped off long enough to catch a few hours at Waikiki. Some decided it was a fine place to live; some married Hawaiian girls; some returned stateside to spread the word about this mid-Pacific version of Shangri La. During the past decade tourist trade quadrupled to $100 million. Most tourists fell into the Aloha spirit; many became repeat visitors, and many stayed—to become permanent residents.

All these influences have tended to increase the ratio of Caucasian blood and to strengthen mainland ties. As a territory, Hawaii brought its culture up to mainland levels. Its symphony is considered excellent; its Academy of Arts is world-famed.

There's still some illiteracy (English) among older people. In an analysis conducted for KPOI Honolulu, Prof. An-

paradox in an area where hard-to-get land sometimes runs $1 million acre. Midway between the business center and Waikiki near the shoreline is Ala Moana shopping center (50 acres, $50 million a year sales). Glamorous Waikiki Beach, world-famed tourist attraction, has 5,000 hotel rooms. It's crying for more and will get them. Between Waikiki and Diamond Head, where land commands colossal prices, new apartment skyscrapers are rising. Henry J. Kaiser, shipbuilder and mountain mover, is planting an entire city and resort center at Koko Head, extreme right. (Note: This is a composite aerial photograph, accounting for distortion in foreground. The mileage scale is accurate.)

drew W. Lind, director of the Romanzo Adams Social Research Lab., U. of Hawaii, estimated first-generation Japanese population at 26,200. He indicated 15% to 20% of the total population can speak the Japanese tongue to some extent.

Ethnic Traits • One rule-of-thumb classes Japanese as fine workers, craftsmen, retailers and bankers. Their energy and zeal are generally recognized, and they take pride in living up to this reputation. Another broad classification, somewhat overlapping these traits, holds that Chinese are good businessmen; have the highest per-capita income of any racial group with the exception of some of the early Caucasian families; are successful in real estate, retailing and other lines of trade.

These Orientals often practice intense American patriotism their mainland fellow citizens could well copy. Hawaiian statehood was delayed by the charge it was infested with Communists. The FBI investigated and found only 25 on the islands.

In its 1959 mid-year roundup the Bank of Hawaii stated, "No equally large group anywhere has, on the average, progressed as rapidly over the past 50 years in education, wealth, political advancement and opportunity for further achievement."

How to buy broadcast advertising in Hawaii

Modern, prosperous Hawaii is a good market for advertised goods and promises to become better, much better.

A combination of strong broadcast impact and the new buying force emerging from the statehood-jet age impetus offers a sales attraction that demands the attention of mainland advertisers.

Most of the familiar brand names seen in stateside stores are found in Hawaii's up-to-date super-markets, specialty shops and department stores. More brands are entering the market, and established brands are strengthening their sales position as psychological ties with the mainland become closer and the "export market" concept disappears.

The highly competitive broadcast structure offers rewarding promotional facilities for advertisers who approach the high-buying public with an understanding of its special aspects.

An on-the-scene inspection of island broadcasting and talks with some of the islands' agency executives lead to an inescapable conclusion — careful study of listening, living, audience composition and buying habits is a must for those who sell goods and services to the 660,000 dwellers in the 50th state (see economic resume page 80).

What's on the Air • Hawaiian broadcasting is programmed along mainland lines—top tunes and the inevitable rock 'n' roll, disc jockeys, sports, news, public service and all the other types plus special programs peculiar to the state. Interest in serious music is increasing.

Radio and television can be bought by the numbers in Hawaii but some who know the market intimately don't recommend that approach.

The island's radio stations—and there are 12 am outlets on Oahu (Honolulu) alone—have an important advantage over mainland outlets: Freedom from co-channel and adjacent-channel interference.

Uninhibited by these stateside technical blocks, the signals penetrate the hills and valleys, circle around mountains and along shorelines, leap easily over long water-hauls from island to island, and get boosts from satellites. Only a few isolated points lack primary or at least good secondary service.

The Tv Picture • Television is available to more than nine out of 10 homes and is regularly received in eight out of 10. This nearly complete coverage

K A H U

920 Kc

1000 WATTS

FOR COVERAGE

WHERE COVERAGE COUNTS

JOHN E. PEARSON COMPANY

NATIONAL REPRESENTATIVE

For the ADULT buying Audience

it's

KAIM

AM-870kc FM-95.5mc

in

HONOLULU

Fine Music all day long

Offering the only regular Stereo broadcasting in the 50th State

Represented by:

Hil Best in the east

Tracy Moore in the west

Hawaii report CONTINUED

defies the predictions of a decade ago when engineers were wondering if Honolulu's towering hills and outwardly bent shorelines would permit service from signals having definite line-of-sight characteristics.

Since World War II two developments have marked island broadcasting:

• Television has bloomed with the same impact prevalent on the mainland, and

• Radio has expanded enormously in influence and service during television's growth.

Honolulu's three tv stations (KGMB-TV, KHVH-TV, KONA) have sea-level towers between the downtown area and Waikiki Beach. The signals quickly encounter obstacles when they reach the nearby mountains and bump into Diamond Head at the end of Waikiki.

These natural barriers weaken signals for the windward (mainland) side of Oahu, where residential areas are sprouting up, down and between the hills and along the shore. Inland, television's bounce effects bring service to many of the homes in what normally would be shadow strips.

But some areas can't tune Honolulu tv stations satisfactorily. Here technical ingenuity has taken over. About 100 miles away, on Maui Island, the Honolulu stations get a fresh kick from attended satellites located above the 10,000-foot level on Mount Haleakala, an extinct volcano. The satellites reach many Oahu shadow spots, filling in the gaps. They cover Maui, of course, as well as neighboring islands including about half of the Big Island (Hawaii).

A frustrating shadow on Hawaii is known as the "Hilo Pocket." Largest city outside Oahu, Hilo lies in the lee of a 14,000-foot mountain (Mauna Kea). It has been getting rebroadcast service from KGMB-TV Honolulu via the local KHBC-TV. Shortly after New Year's Day KHVH-TV Honolulu, operated by the Kaiser interests, asked the FCC for a permit to build a satellite at Hilo. It hoped to be operative by February. An investment group had proposed a community-antenna wired service in Hilo prior to the KHVH-TV filing.

High Standards • Hawaiian radio and tv stations meet most mainland standards and surpass many of them. All Honolulu tv stations are equipped with video tape facilities. KHVH-TV has just ordered a mobile vtr unit with three cameras.

Agency timebuyers obviously are sensitive to the special traits of the Hawaiian audience.

"Radio has total circulation," said Jack de Mello, vice president and radio-tv director of Vance Fawcett Assoc. and formerly of Radio Advertising Bureau.

"Four years ago the island audiences would watch a tv test pattern for hours," he recalled. "Now they get most of the important mainland telecasts." Radio is stronger than ever despite tv's progress, he said.

Trent Christman, director of the radio-tv department of Holst & Male, described as the oldest (30 years) island agency, added, "The vast majority of stations are well-managed and well-programmed operations." This agency, like others, places business for mainland sponsors including Pet Milk, Champion spark plugs, Toni, Heinz, Chesebrough-Ponds, Lever Brothers.

Similarly Milici Advertising Agency is used by mainland firms, according to Ray Milici. Such sponsors (and their agencies) as General Foods, Vick, St. Joseph, Kleenex, General Motors and others spend their advertising money through the agency to take advantage of local know-how.

Island Timebuying • Many routine timebuying problems are the same as those in other markets of comparable size, Mr. Christman said. "It boils down to finding the most people for the fewest dollars," he explained, a theory he concedes can be applied most anywhere. He continued:

"The timebuyer's problem in Hawaii is simplified by the fact that 80% of the total population lives within the 25x40-mile area of Oahu. Timebuyers' desks aren't cluttered with coverage maps and most of them wouldn't know a millivolt contour if they found it in their poi bowl."

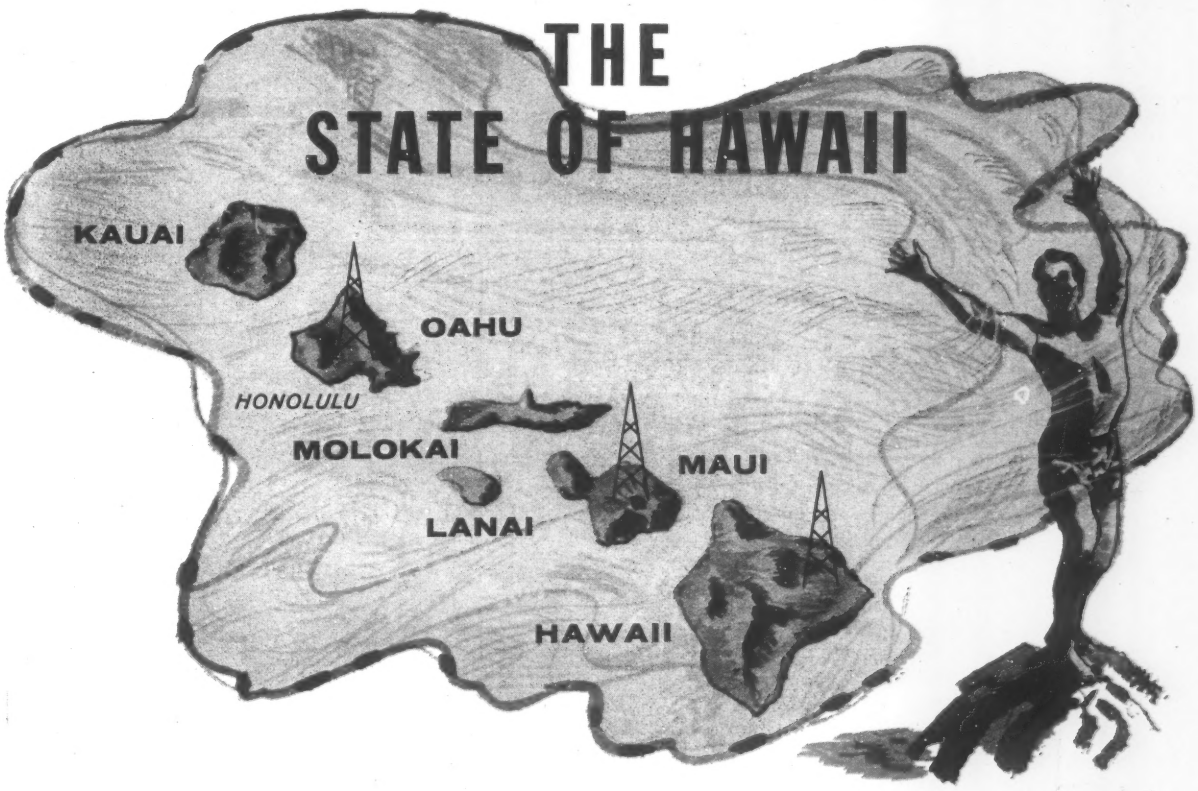
Here's his formula: "It's a matter of reading the ratings, using the handy sliderule, figuring cost-per-1,000 and then buying the station reaching the type of audience the product needs. Unscientific? Possibly, but here the timebuyer has an advantage. He is buying for only one market and soon develops an affinity for it. He knows the market intimately, he knows the stations and he knows the audience each station reaches. He knows these things or else he isn't a timebuyer very long.

"So now the buyer has thrown out the coverage maps, substituting judgment for some of the numbers. This leaves him only one other criterion—cost. The competition is stiff. While stations generally hold the line on rates when selling nationally, they sometimes find ways to sweeten the pot for a moderate to large schedule—bonus spots, tv promotions, contests in which prizes are furnished or an off-the-card 'end rate'."

Mr. Christman added, "Management is young, alert and aggressive. In a highly competitive market they are doing an outstanding job. But it's still a buyers market."

Ethnic Differences • Mr. de Mello said the mixed racial traits must be considered. "People do not motivate

ONLY ONE NET COVERS THE STATE OF HAWAII



All Hawaii is yours when you buy the Hawaiian Broadcasting System. Coverage map? You don't need one . . . you blanket the newest State with the KGMB Group.

KGMB-TV, Honolulu, with satellites KMAU-TV, Maui, and KHBC-TV, Hilo, serve the top CBS and local shows to all major population centers.

The Wonderful Sound of KGMB Radio, Honolulu, and KHBC Radio, Hilo, is a favorite of the 50th state.

With both Radio and Television, one buy covers all Hawaii—when that buy is the Hawaiian Broadcasting System.

Sold? America's top products are . . . on the KGMB Group.

HAWAIIAN BROADCASTING SYSTEM, LTD.

M. FRANKLYN WARREN, Exec. v. p. & Gen'l Mgr.

KGMB-TV, KMAU-TV, KHBC-TV
BOB SEVEY, Station Mgr.

KGMB-RADIO, KHBC-RADIO
CARLOS RIVAS, Station Mgr.

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

HAWAII'S ONLY COMPLETE RADIO-TELEVISION NETWORK

Your priceless advantage when you fly Pan Am—world's most experienced airline

FIRST ON THE ATLANTIC . . . **FIRST** ON THE PACIFIC . . . **FIRST** IN LATIN AMERICA . . . **FIRST** 'ROUND THE WORLD

as easily as the mainland audience," he said. "Some don't go for old movies, even block-busters. Those of Oriental origin have a less highly developed sense of humor. Cute and funny commercials may be completely ineffective. Brand loyalty is intense."

He described repetition as "the best motivating factor." Vance Fawcett Assoc. bought 900 announcements on nine radio stations over a 10-day period when the new $28 million Ala Moana shopping center was dedicated.

Shows and schedules change rapidly, Mr. de Mello said, adding: "A time-buyer must ask, 'Where do I fall in the break—before titles or after the break. Multiple spotting prevails in television but it's diminishing. Tv stations often deviate from a strict hour and half-hour schedule, sometimes selling four or even more spots at a good adjacency. This is possible because tv network programs are received by tape and film so there's no need for split-second scheduling.

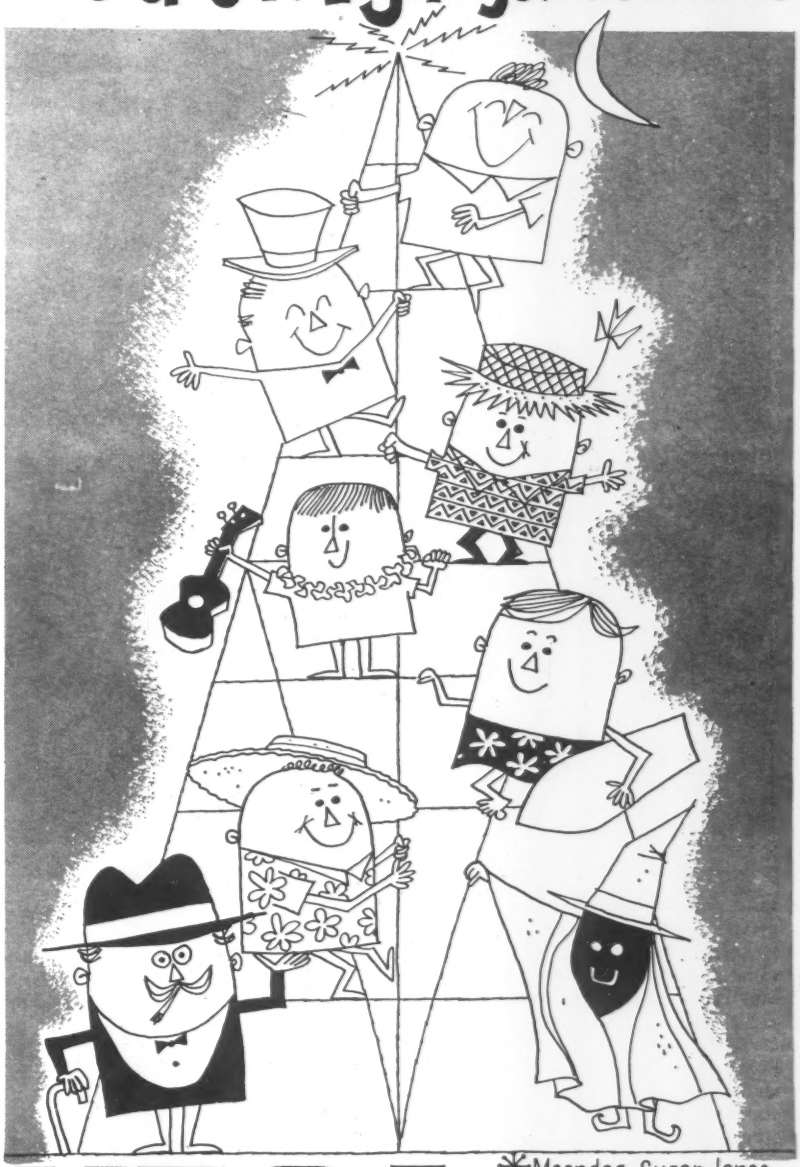
"Some products are best sold by multi-media campaigns. Separate sales approaches are needed, for example, to sell rice to the four basic types of consumers — Occidentals, Orientals, Filipinos and Hawaiians. Since people go to bed early and get up early, some radio stations open at 5 a.m., reaching city dwellers as well as plantation workers. Early office hours must be considered. The homeward trek starts at 3 p.m."

Bob Peterson, head of Bob Peterson Ltd., is another advocate of saturation packages. He buys a heavy schedule of radio and tv for the Bank of Hawaii chain. "Besides radio saturation on KPOI and KULA, the bank sponsors business news programs on KULA in the morning and afternoon, catching the heavy motorist traffic as well as the home audience," he said. Hard-sell copy is used. His clients also include Packard Bell, Nehi and Remington Rand distributors and the Ford line.

Program Patterns • Programming in general will sound familiar to mainlanders. There is emphasis on island news at many stations. Some native music is heard, along with some Japanese-type selections, but the majority of numbers are those that can be heard in any mainland city. KHVH has a rule limiting native music to one number in three hours. Two stations are on a 24-hour basis—KPOI and KIKI Honolulu. KPOI recently had Honolulu upside down with a wakeathon program. KIKI carried the autumn U. of California-Stanford football game direct via shortwave under sponsorship of Vance Fawcett & Assoc. The agency used commercial time to show client service. The new KOHO is heavily foreign language.

FCC's 1958 figures, latest available,

the Great Eight* gets results!



KPOA

The BIG Sound

10,000 WATTS AT 650

See your Hollingbery man!

*Moondog, Sugar Jones, Waikiki Willie, Honolulu Joe, Beach Boy, Papaya Pete, Luke the Spook, Diamond Head Jim.

The "Great Eight" sell for Wrigleys Gum, General Foods, Northwest Airlines, R.J. Reynolds, Coca Cola, Lever Bros, Standard Brands, Cheer and others. (Add your name to this "blue chip" list of accounts) You are not cornering the Honolulu Market if the "Great Eight" is not selling your product.

showed total broadcast revenue (time sales less commissions, plus talent and program sales) of $1,992,767 for radio stations in Honolulu and Hilo. The full total probably ran another $200,000, or $2.2 million. Honolulu tv revenues totaled $2.1 million in 1958.

Broadcast Rates • Television rate cards in Honolulu are based on a $400 onetime hourly fee. Radio spots, highly competitive, depend on the package and the station in some cases.

Hawaii has three regional radio networks—Hawaiian Broadcasting System (KGMB is key); Inter-Island Network (KPOA is key) and All-Island Radio Network (KGU is key).

In general, stations add the 3½% state sales tax to the bills submitted to sponsors.

Network programs run one to two weeks behind the mainland. Tv programs are received by tape, film and kine. The $20-plus cost to ship a video tape by plane has held back the use of mainland programs the same day.

Hawaii report CONTINUED

Island economy strong, future is promising

Hawaii's economy entered 1960 with a burst of post-statehood energy. Most of the statistics used by economists to measure growth showed that 1959 increases were the greatest in history.

"The rate of expansion during 1959 was phenomenal," said the Bank of Hawaii, which maintains a large economic unit headed by Vice President James H. Shoemaker.

Equally optimistic, Thomas K. Hitch, vice president and director of Bishop National Bank's economic research service, said Hawaii "has demonstrated an economic vigor and vitality far beyond the average of the nation."

The dramatic 1959 increase over 1958 applied to all economic indicators but pineapples, second only to sugar as a source of revenue. Two factors helped widen the spread between the years—(1) a sugar strike in 1958 hit Hawaii hard and affected the entire economy, and (2) the mainland's general recession inevitably was felt on the islands.

Causes of Growth • Entering the 1960s, Mr. Shoemaker listed these growth factors: advent of statehood; business confidence arising from statehood, labor pacts in major industries, and opportunities for new business; mainland prosperity which helped trade and tourism; continued defense activity in Hawaii and a substantial growth in population. (See market and broadcasting analysis page 73.)

He cited these 1959 strong points: tourism, construction, new apartment houses and shopping centers, suburban growth in Honolulu, broadened economic base, big gain in personal income and living standards, and closer commercial-political ties with the mainland. The bulk of the improvement was centered in the island of Oahu, where Honolulu is situated and defense spending is concentrated.

Like some stateside areas, Hawaii has developed on a narrow economic base. At this point in its history, luckily, the base is broadening. Sugar, pineapples, tourism and trade have

A MERCHANDISING EYE-OPENER

The swampland that once separated downtown Honolulu from the shores of Waikiki is now a double-decker $28 million merchandising miracle, Ala Moana Shopping Center, with coconut palm trees on the top deck (see panorama photo at left with Diamond Head three miles away in background).

This 50-acre plot is the site of one major department store (Sears Roebuck); a sprawling Foodland grocery store (39,000 sq. ft. and flagship of the Foodland chain); a 25-story office building (under construction); over threescore other stores and a two-story parking lot holding 5,000 cars.

Last October the center was dedicated with a promotional burst befitting its vast retailing facilities. The name Ala Moana means Ocean Road in Hawaiian; the center lies between Ala Moana Freeway and Kapiolani Blvd. Financing came from the pioneer Dillinghams.

With Honolulu's growth, Ala Moana shopping center lies in the theoretical center of population—not over 10 minutes drive for over two-thirds of the metropolitan population and within 15 minutes for over 250,000 people.

Sears Roebuck has a major store in the center (250,000 sq. ft.) and it's doing more business than most mainland stores in the chain (one estimate exceeds $20 million). The McInerny chain has its largest store and main offices there.

The Foodland shelves, running endlessly in neat arrays of astonishing variety, are carefully assembled for easy finding. Near the entrance is an adaptation of an old road marker (see photo at right), with distances measured in yards.

Popular mainland brands are available and in heavy demand (extreme lower left photo). In addition there are stacks of non-food items bought by Chinese, Japanese, Filipinos and other racial groups. An entire gourmet department loaded with fancy foods is larger than many a neighborhood grocery store.

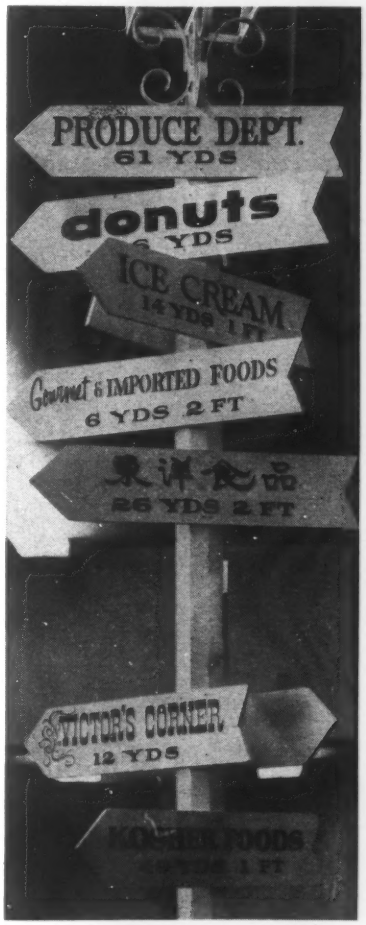
Foodland is on the ground floor, adjacent to covered parking space. It is flanked by several dozen stores, all part of the total collection of 80 retail outlets. Final plans include a second department store and 7,000 parking places.

On the upper or mall level an elevated park runs lengthwise between the stores.

The two levels provide a total area of 64 acres. The heavier share of parking facilities is on the upper deck. Both upper and lower levels are engineered with easy-to-follow driving lanes and ramps. Escalators and stairs connect the levels for pedestrians.

The 25-story office skyscraper will be topped by a revolving bar—a penthouse mounted on a turntable. The building will have three parking levels.

Annual sales of $50 million are foreseen for Ala Moana, compared to a present total of $70 million in the downtown retail area.



been the main industries. Now new manufacturing plants, construction, service industries and the jobs inherent in a more complex economy are providing more types of income sources. And the government spending for defense is likely to continue unless there is a drastic change in the nation's military scheme.

Income Record • Per family income in Hawaii is high—$6,240 on the island of Oahu and much higher than 1958, judging by Bank of Hawaii estimates. Total personal income jumped 15% in the state as a whole last year. Per capita personal income is held down by an increase in the birthrate in recent years (higher than stateside) and an increase in the number of military dependents.

Oahu is four-fifths of the Hawaiian economy. Its per family income aided by the large number of working women is well above the national average of $5,580, the bank points out.

Per capita personal income is about at the median point of the United States. In 1958 the U.S. Commerce Dept. and Bank of Hawaii placed island per capita income at $1,852 compared to $2,057 for the mainland.

Here's what happened to per capita income during the last decade:

1950	$1,403
1954	1,717
1957	1,821
1958	1,852
1959	1,910*

* A preliminary guess.

The Useful Visitors • Tourism! That's the magic word in the 50th state. Everybody underestimated what statehood and the publicity that went with it would do to this industry—and Hawaii considers it a big industry, maybe even No. 1 in a few years.

Even Mr. Hitch, who's a specialist on the subject, found his earlier guesses on the 1959 influx of visitors were much too low. Simultaneous approval of statehood and opening of Pan American's jet service in mid-summer lured mainlanders in quantities, and opening of daily Pan American jet flights in October spurred the influx.

Mr. Hitch came up with some fascinating facts about the tourist business: The median visitor spends $28 a day and stays 14.4 days; tourism has doubled every four years since World War II; 30% are repeat visitors; they usually base on Waikiki; outer island visits run one to four or five days; only 20% of visitors come from east of the Mississippi where two-thirds of the mainland population lives; the island intake from visitors last year was more than $100 million. Mr. Hitch predicts 2 million visitors in 1975, with 45,000 hotel rooms needed. There are now about 6,000 rooms on all the islands.

But it's the immediate future that gets him excited. "The hotel shortage may end late this year," he said hopefully, scanning a long list of construction projects that will increase accommodations by 2,500 rooms in 1960.

Nobody can figure how many visitors have been turned away by the space shortage. One guess put it at more than 25,000 in 1959. This year Hawaii is counting on 300,000 visitors compared to 240,000 in 1959. During 1960 the figure may reach 350,000; in 1965

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Hawaii report CONTINUED

610,000 tourists are anticipated.

Flow of Capital • Since statehood, money has started to flow in from mainland investors as well as tourists. This capital is needed and will quicken Hawaiian development.

Right now there are about 5,000 rooms on Waikiki Beach and 900 around neighbor islands. New construction may add 1,550 rooms this year on the outer islands and possibly 1,000 on Oahu. Big money is getting into the hotel business—Sheraton bought the Royal Hawaiian and Moana complex on Waikiki and will add 1,000 rooms; Hilton is looking at the Honolulu airport and other spots but hasn't made a decision; Kaiser has 870 rooms and may quadruple the figure in a half-decade; Pan American has a new 112-room hotel for its crew; Inter-Island Resorts and Island Holidays are building on the outer islands.

All this runs into millions and will add at least 10,000 rooms in the next few years. The outer islands have many fine beaches.

The "Coney Island" tag is often applied to Waikiki because of its bizarre Polynesian architecture, crowds and small shops. The area concededly is designed for the mass-market tourist trade. Its novelty aspects intrigue most visitors. The sophisticated guest who wants none of the tourist-bait show can find exclusive and expensive facilities to suit his taste, either around Waikiki or on the outer islands. Waikiki is to get a million-dollar parking facility and central airline terminal within the year.

Well-organized travel bureaus take tourists to the popular natural and manmade wonders. The courtesy of their guides leaves a lasting impression on most mainlanders.

Air Transportation • This year United Airlines will open DC8 jet service in mid-March, and Northwest plans to start DC8s on its Hawaiian run in the last half of the year. Pan American was booked solid for months when it opened daily 707 jet flights in October. Qantas has 707 service on a weekly basis. The government is hearing the pleas of eight carriers who want to get some of this expanding business. Many of the plans envision (1) direct mainland service to outer islands; (2) non-stop service from the Midwest and (3) one-stop flights from the eastern U.S. Some lines want to cut rates. Round-trip coach fare from the West Coast runs from $190 non-scheduled to $266 jet.

In addition there are elaborate plans by Matson and others to operate more passenger and faster cargo lines.

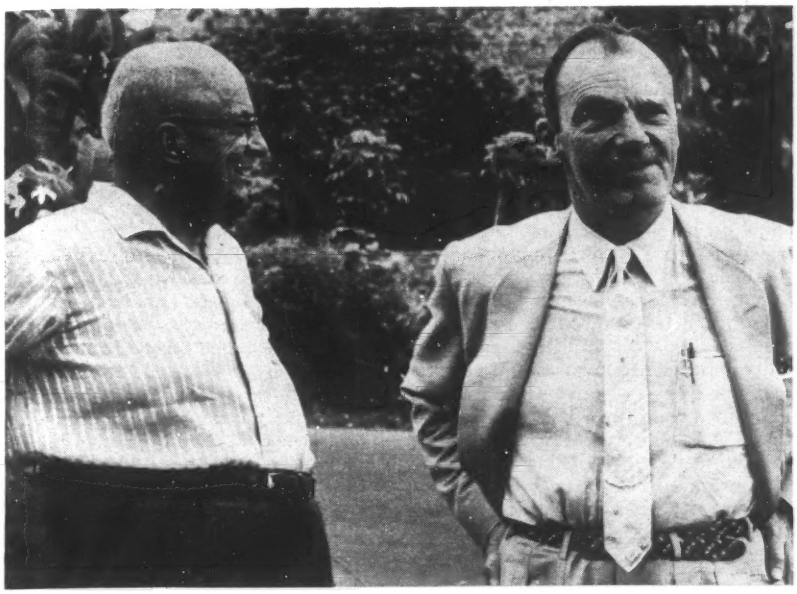
Merchandising and Industry • The $750 million retail trade on the islands, an average of about $1,250 per non-military inhabitant, is largely conducted in fine shopping centers. The new Ala Moana, between Waikiki and downtown Honolulu, is one of the world's finest centers (see page 78). Outside Honolulu, Hilo (island of Hawaii) and a few other centers, much of the buying is done in what are often called "Mom and Pop" stores, small shops operated by man and wife.

Hawaii's industrial plant is starting to expand. The garment industry has passed the $15 million mark as Waikiki styles have become popular on the mainland. Two cement plants are being built; metal fabricating is developing; inter-

A decade of Hawaiian progress

	1950	1958	1959	% Growth 1950-59	% Growth 1958-59
Personal income (000)	$689,000	$1,154,000	$1,320,000	92%	14%
Population[1]	499,000	635,000	660,000	32	4
Labor Force	187,770	210,480	219,300	17	4
Motor Vehicles	140,600	205,654	222,000[2]	58	8
Retailing (000)	$480,500	$ 668,400	$ 750,000	56	12
Wholesaling 000)	$219,900	$ 282,800	$ 320,000	46	13
Sugar (000)	$124,000	$ 105,000[3]	$ 135,000[3]	9	29
Pineapples (000)	$ 97,400	$ 124,300	$ 117,000[4]	20	—6
Tourist trade (000)	$ 24,200	$ 82,000	$ 105,000	334	28
Armed Forces expenditures (000)	$147,000	$ 327,400	$ 340,000	131	4
Construction (000)	$ 67,700	$ 174,400	$ 210,000	210	20
Telephones	99,130	176,750	187,000[2]	89	6
Electricity[5] (kwh) (000)	522,325	1,054,933	1,200,000	130	14
Commodity exports (000) to Mainland	$229,000	$ 251,000	$ 275,000	20	10
Commodity imports (000) from Mainland	$345,000	$ 426,000	$ 470,000	36	11

NOTE: The source of this information, except where otherwise noted, is the Bank of Hawaii.
[1] Population includes armed forces.
[2] Preliminary estimate.
[3] Income in 1958 and 1959 reduced from average of $150 million due to 1958 strike.
[4] Independent estimate.
[5] Oahu only.



Two island titans • Swamps blossom into palm-decked skyscrapers and aluminum domes when Henry J. Kaiser (left) and his partner, Fritz B. Burns, assemble blueprints and bulldozers. Mr. Burns has been one of the West Coast's outstanding real estate developers. Their newest pet—a $350 million city that's about to rise on Koko Head cliffs and waterfront.

island air travel is on a commutation basis, with barges and boats carrying heavy freight. Hawaiian Airlines and Aloha provide almost hourly service to Hawaii and Maui, the more important outer islands.

Living costs are close to those on the West Coast. Land is extremely expensive but home-building costs are lower because light, dry-wall construction is popular and often the ground is rented instead of bought. A co-op apartment unit on Waikiki, however, may cost $40,000 (ocean view). Gasoline runs 41 cents for straight; liquor is the same as the West Coast; popular kitchen items are about the same; the mild climate permits a lower clothing budget; appliance costs aren't much higher despite the water haul. Standard Oil of California is building a $40 million refinery, first in the islands, and there will be few complaints if it cuts the price of gasoline. The refinery will be operative by autumn, adding $1¼ million in wages.

Sweet Talk • Eventually nearly everything economic in Hawaii gets around to sugar, which supplies $150 million yearly to the economy, according to Sanford L. Platt, vice president of Hawaiian Sugar Planters Assn. The 1960 Hawaiian sugar quota is 1,140,462 tons. U.S. total consumption is estimated at 9.4 million tons. Principal sources, in addition to Hawaii, include Cuba (about 3.1 million tons), domestic beets (2 million) and Louisiana-Florida (630,000 tons of cane sugar).

The sugar industry has a by-products program which hopes to develop new industries from the fibre (bagasse) left after the juice is extracted from the cane—building materials, animal feed and various types of paper. Sugar Research Foundation, New York, is researching the possibilities in the field of sucrochemistry but its potential can't be predicted with any certainty.

Pineapples combine agriculture and industry, with finished product exported to the mainland and foreign nations. The pineapple crop is worth $120 million to Hawaii in a good year.

Hawaii's economy was once geared to the agency system, with a small group of factors dominating island commerce and business. This economic monarchy is yielding to the broadened economic base and the march of progress.

There's labor peace on the islands but it wasn't so peaceful in early 1958 when Harry Bridges' International Longshoremen & Warehousemen's Union staged a five-month sugar strike whose impact is still being felt. ILWU has spread its membership from shipping points into both pineapple and sugar field and factory workers.

A six-month dock strike by ILWU in 1949 paralyzed island economy for six months, leading to enactment of the Dock Seizure Law by which the state can take over and operate the docks in case of strike. The 1958 sugar strike, leading to extensive field damage, will cost the sugar companies $90 million over a three-year period, the companies estimate.

Hawaii produces about $50 million

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Hawaii report CONTINUED

of food products a year but depends heavily on imports. Half the meat supply is native and will be expanded. Hawaiian Meat Co. has started to finish cattle for market, improving the quality. Federal meat grading was introduced last November.

Lumber, garments, agriculture, public utilities and service enterprises, construction, transportation and retail-wholesale trade offer growth potential during the 1960s. If there's really going to be a "Sizzling Sixties," Hawaii figures on getting an above-average share of the sizzle.

The wonderful world of Henry J. Kaiser

Next to statehood and jets, the most exciting thing that happened to Hawaii in the last decade was Henry J. Kaiser.

The man who sprouted fleets of ships out of waterside mud banks during World War II is now presiding over a $1.7 billion empire of stateside and island factories, steel mills, cement plants, hospitals and assorted enterprises.

Since he went to Hawaii for a brief sunning in 1954, the dynamic industrialist has been applying some of his energies to the improvement of this land of pleasant living.

In six years he has spawned a multi-million-dollar, 875-room jungle of architectural ecstacy, superimposed on what was surf-fed muck. Known worldwide as Hawaiian Village, the plant surpasses guidebook adjectives with its pools, lanai verandas, a better beach than nature could build and even a gold-anodized, aluminum dome convention hall that was assembled in a few hours. He figures Hawaiian resort promoters haven't taken full advantage of the islands' fine beaches.

A New City • Newest of the Kaiser shockers, which now has backing from old-line Hawaiian interests that once shuddered at his effrontery, is Hawaii Kai. This is a $350 million, 600-acre resort-city going up at Koko Head, about 10 miles out of Honolulu on the windward (U.S.) side. Mountain and shoreline topography are being bulldozed into a sloping area that may house up to 100,000 residents and tourists—plus a palatial Kaiser home. A $4 million medical foundation and hospital is a few steps away from the Village.

Teamed with Mr. Kaiser are his West Coast building partner, Fritz B. Burns, and trustees of the oldline Bernice P. Bishop estate.

Henry Kaiser found icicles hanging off tropical handshakes in staid old Honolulu when he and Mrs. Kaiser dropped in six years ago. Shocked by the lack of development, according to Kaiser standards, he started to dream of ways to solve the acute hotel shortage. As usual, a Kaiser dream became a stack of blueprints, a financial project and then a construction miracle. That's the Hawaiian Village story.

Kaiser dreams don't materialize without head-knocking. Just last Dec. 23 the *Honolulu Advertiser* ran a front page story with Mr. Kaiser's bitter reply to an *Advertiser* editorial that had carried this key sentence, "The public would be justified in wondering just who is running Hawaii—the government or Henry Kaiser."

Kaiser Broadcasting • Mr. Kaiser started a tv station on ch. 13. Four stations were too many for the market at the time. He settled the situation by buying the ch. 4 outlet and switching the frequency of his KHVH-TV. He also owns KHVH (1040 kc, 5 kw). Both are operated by Kaiser-Burns Development Corp., with Richard C. Block as general and sales manager. Kaiser Industries sponsors *Maverick* on ABC-TV.

Anticipating Hawaii's future growth, Mr. Kaiser has such plans in various stages as a floating dredging plant, capitalizing on the island geography by utilizing ships to develop industries that will sit atop the water, and a cement plant that is near completion.

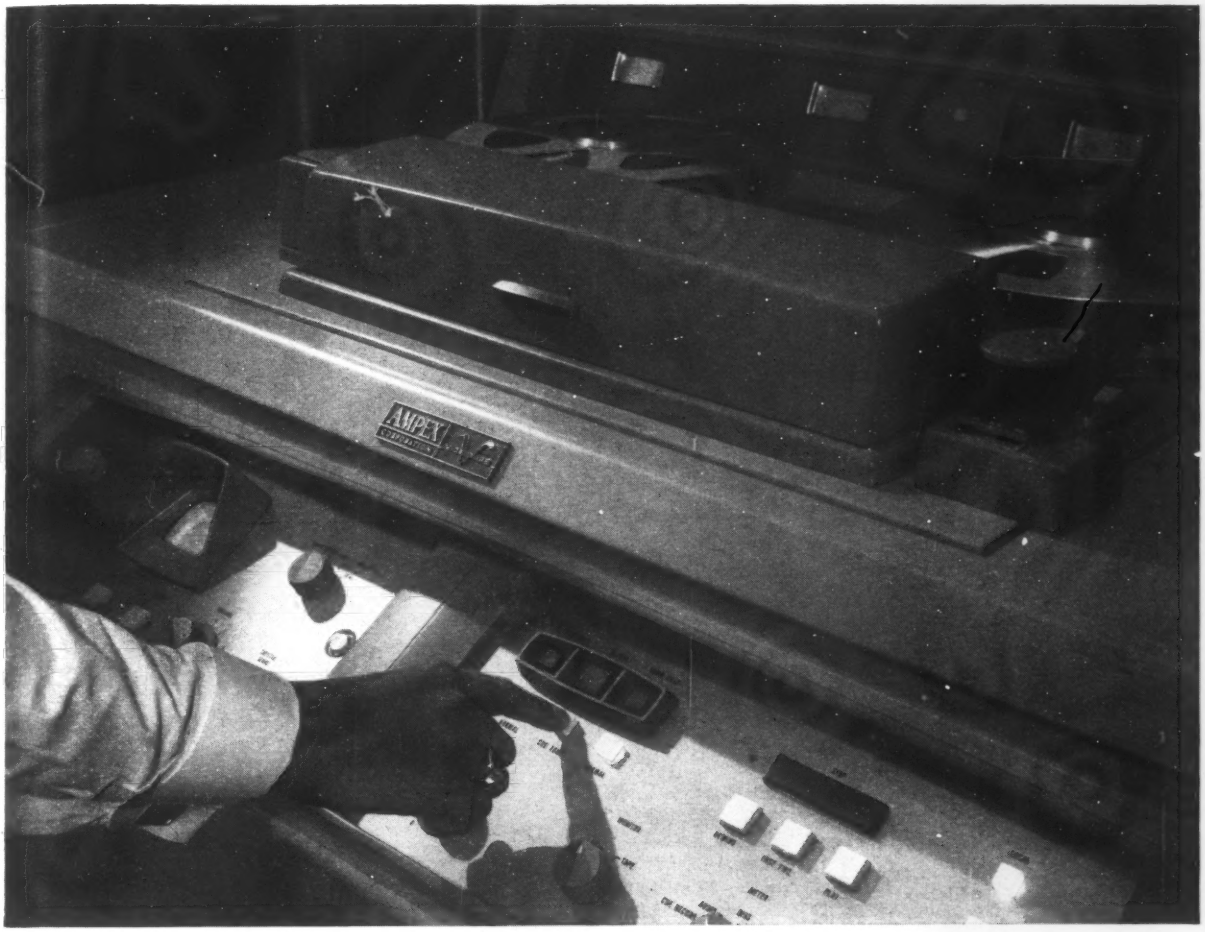
"The vacation industry is merely in its infancy," Mr. Kaiser said. "This Paradise of the Pacific hasn't even scratched the surface. Vacationing will pass sugar and pineapples as the No. 1 creator of employment and business." Hawaiian Village houses 91,000 one-week vacationists a year, and it's still just one-fifth complete. Incidentally there's a tv projection room for Mr. Kaiser.

Expanding markets

This is the ninth major exploration of America's expanding markets by BROADCASTING. Earlier articles covered the South (Nov. 15, 1954), Georgia (Dec. 27, 1954), the Carolinas (March 21, 1955), the Mid-Gulf States (June 27, 1955), the Pacific Northwest (Jan. 9, 1956), California (Jan. 30, 1956), Texas (July 23, 1956) and New England (June 22, 1959).

All these articles but one have been researched on the scene and written by J. Frank Beatty, senior editor. The exception was California, researched and written by Lawrence C. Christopher, senior editor.

Village view • This collection of hotels, shops, auditoriums, beaches and palm trees comprises the basic unit of Henry Kaiser's $20 million Hawaiian Village project. There's even a hospital handy—one of the best-equipped anywhere. Hotels now built have 870 rooms. The beach and trees were shipped in along with the aluminum.



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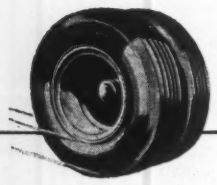

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GOVERNMENT—*Continued from page 64*

the Commission does have the authority to do the worst and then be in a position where they can't do the worst to us . . ." Mr. McCoy stated.

During his 2½ hours of direct questioning, the Storer spokesman said his company is against network regulation because "we feel that every step towards greater government regulation just leads to another step towards greater government regulation."

Comr. Cross asked Mr. McCoy if he agreed with the opinions on "absentee ownership" and wide coverage of vhf stations given by Mr. Putnam, who testified just ahead of the tSorer spokesman last Tuesday. Here is how the witness replied:

"I didn't agree with a word Mr. Putnam said. I thought he was trying to get tv shifted from vhf to uhf and he used whatever arguments he thought would help. I didn't think those arguments were applicable to this situation."

Mr. McCoy maintained that executives at Storer's seven am-fm and five tv stations maintain a close liaison with the needs of their communities. The president of the company, George B. Storer, makes a practice of visiting each station, he said.

Storer stations include WGBS-AM-FM Miami; WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo; WAGA-TV Atlanta; WJW-AM-FM-TV Cleveland; KPOP-AM-FM Los Angeles; WWVA-AM-FM Wheeling, W. Va.; WIBG-AM-FM Philadelphia and WITI-TV Milwaukee.

Frank K. Kelly, vice president, Fund for the Republic • Mr. Kelly told the commissioners that the FCC is not functioning properly, mainly because it faces an "impossible task." He also criticized the industry and government for permitting what he branded "opiate" television.

Broadcasting has failed to fulfill its function of programming for minority tastes, as well as the mass, he said, and challenged the contention that broadcasting should be governed by free competition. Such is not the case, Mr. Kelly contended, "for the very reason that by its very nature there is no full and free competition in broadcasting."

The FCC has moved "slowly and has encountered great counter-pressures," the fund vice president said. The pressures have been so great from so many groups, including Congress, that positions comparable to federal judges for commissioners "might well be in order," Mr. Kelly said. This point was "constantly stressed" in fund studies on which Mr. Kelly was reporting, he told the FCC.

"Perhaps the most significant change which could be made in the present atmosphere of broadcasting would be positive recognition of the fact that broadcasters do not own the channels they use," he said. "The American people have only the vaguest conception of this fact."

Mr. Kelly said that most participants in the fund's studies rejected the idea of a government-operated broadcasting system. "However," he said, "the question of pay-tv arose persistently at our meetings . . ." with the feeling that some system should be made available to the public. He hit the "proprietary attitude" and the pressures brought by broadcasters against the FCC and Congress "when their profits seemed to be threatened. . . . Here, the insistence was for regulation."

Because of the current scandals, Mr. Kelly said, more cultural and educational programs are being offered. He predicted this would not last and that programs of this calibre will soon be back in Sunday afternoon's "intellectual gulch" when the uproar has subsided to a "safe level."

The witness stressed that he was not speaking for officials of the Fund for the Republic. He said the views were based on studies made by the fund and the Center for the Study of Democratic Institutions.

W. Theodore Pierson, Washington attorney • A blistering, pungent attack on proponents of FCC jurisdiction over radio and tv programming was scheduled to be given Friday to FCC.

W. Theodore Pierson, veteran Washington communications lawyer, told the FCC, in effect: Hands off.

In fact, he said the Commission has gone too far already.

Mr. Pierson's statement, a legal and sociological dissertation of the basic principles of American broadcasting, made these points:

• The scarcity of tv facilities is what is at the root of the charges that tv stations are not programming in the public interest. Settle the allocations problems so that more stations are available and the public will benefit.

• The broadcaster furnishes what his public wants; not what someone thinks he should hear or see. There are 5,200 stations and each serves an individual community with its own mores and tastes. Any attempt to institute program guides to meet these numerous publics would be ludicrous.

• The natural forces of competition result in programming in the public interest. And what is public interest? One man's public interest is another man's boredom. And anyway, broadcasting is a mass communications medium; it is not designed for minority tastes. Increase the number of facilities, and there will be stations catering to specialized interests—as has happened in radio.

• Trying to categorize programs, as required under current FCC regulations, is like trying to identify the unidentifiable. It smacks of censorship and it contradicts the Commission's own theory that the licensee is solely responsible for his programming.

Some changes, yes • In the area of commercial practices, Mr. Pierson stated that some changes might be acceptable.

He suggested that networks be licensed so that the "fiction" of licensee responsibility during network time would be obviated. This would allow a licensee to turn over his programming responsibility to another licensee and thus meet the FCC's requirement that someone must be responsible.

It would be proper, Mr. Pierson said, for the Commission to require a licensee to adhere to certain commercial practices, such as those contained in the NAB code. But, he added, additional standards or regulations should be deferred until the results of self-regulation attempts can be judged.

Legislation to make the receipt of payola by a station employe a crime might be helpful, Mr. Pierson said, but efforts already made by licensees might well be effective in avoiding this evil.

In discussing the level of programming—the object of critical attacks during the past few weeks by witnesses before the FCC—Mr. Pierson likened broadcast programs to "a mirror of public mores and tastes . . . the overall picture reflected must be a relatively true representation of our culture—whether we like the reflection or not."

Response to Public Demands • Defending broadcasters, the Washington lawyer stated:

"More than 5,200 licensees in the country, who have been chosen by the Commission on the basis of their qualifications to fulfill a public trust, each determining in the areas licensed to him what his public wants from day to day and each striving in his separate and individual way to make some substantial response to some of the things the public demands. In competition with other licensees he must, at the peril of his economic life, constantly strive to do a different or better job than that of his competitors . . ."

Mr. Pierson's concept of the duties of the FCC was contained in these words:

"The Commission has the important function of exercising its licensing power so that a competitive system of broadcasting will be established that is

Salvation through uhf • William L. Putnam, president of Springfield TV Co., urged shift of tv to uhf band; said "tremendous coverage and inflated earnings" are not requisite to serving the public interest. Mr. Putnam also lashed out against "absentee" group ownership.

Cannot divorce advertisers • John E. McCoy, vice president of Storer Broadcasting Co., says it would be impossible to prevent advertisers from participating in programming; maintained programming is not a proper field for control by the Commission.

equal to the demand. It has and can prohibit practices that restrain free competition. Its duty to examine the qualifications of licensees extends not only to legal, technical and financial qualifications, but to his character and other qualifications to perform the high duties of a public trustee. If he has a bent toward fraud or deceit in any of his dealings, if he has a tendency to violate laws, if he has demonstrated carelessness in his responsibilities to the public, if his organizational structure is not conducive to obtaining and using knowledge on public wants, or if he has any one of a number of other weaknesses, an applicant's qualifications as a licensee are put to question. These are not inconsequential police functions. They involve discretion and judgment in matters that are vital to the success of our broadcast system and to the continuance of our free society."

In his review of the legal basis used by those who maintain the Commission does have power to consider programming, Mr. Pierson pointed out that the U.S. Supreme Court has never ruled on this particular point. He also noted that there were conflicting circuit court decisions, and in some cases arguments relied upon by proponents of Commission program control were dicta, not law.

Mr. Pierson stated that he was speaking for 10 of his clients. They were, he informed the FCC, the following: WANN-AM-FM Annapolis, Md.; WIVK Knoxville, Tenn., and WQQK Greenville, S. C.; WWJ-AM-FM-TV Detroit, Mich.; WAFB-TV Baton Rouge, La.; RKO General Inc.; WDSU-AM-FM-TV New Orleans, La.; WEZL Richmond, Va.; WMBR-AM-FM Jacksonville, Fla.; WPAT-AM-FM Paterson, N. J., and WWDC-AM-FM Washington, D. C.

Morse picks Jan. 25 for NARBA hearing

A special subcommittee of the Senate Foreign Relations Committee will hold a hearing Jan. 25 on the 1950 North American Regional Broadcasting Agreement and the 1957 Mexican-U.S. treaty, Sen. Wayne Morse (D-Ore.), subcommittee chairman, said last week.

The hearing will be held at 10 a.m. in Room 4221 of the new Senate Office Building. Chairman Morse invited all interested government agencies and broadcasting industry representatives to comment at that time on the committee's interim report, made in August 1959 (BROADCASTING, Jan. 11). The FCC and State Dept. have indicated they will comment on the two agreements.

Other subcommittee members: Sens. Frank Church (D-Idaho), Frank J. Lausche (D-Ohio), George D. Aiken (R-Vt.) and Frank Carlson (R-Kan.).

Control concentration probe not to be long

Although a hearing is planned in March or April on a bill (HR 9486) to prohibit concentration of control of radio and tv stations and newspapers and magazines in "any section of the country," such a hearing by the House Antitrust Subcommittee does not "presuppose" an extensive preliminary investigation, a subcommittee spokesman said last week.

Herbert Maletz, chief counsel of the group headed by Rep. Emanuel Celler (D-N.Y.), said the hearing on the bill introduced last week (BROADCASTING, Jan. 11) by Rep. Celler could be strictly legislative and not involve the extensive investigative work carried on by the subcommittee in past years in its probes into alleged monopolistic practices among networks and other broadcast entities.

Mr. Maletz said the subcommittee will be tied up several weeks with other, non-broadcast matters. No increase in

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miles of jet experience!

Count those zeros again! That's a lot of jet experience in anybody's record book. In terms of time, it means Air France started flying pure-jet aircraft as early as 1953. And the Air France Caravelle is still the talk of the aviation world and experienced jet travelers, setting record flight times from Paris to London, Rome, Nice, Tel Aviv, Istanbul and Africa.

Now Air France is concentrating these years of jet experience on the new Boeing 707 Intercontinental.* This mighty jet is the largest, fastest, longest-range airliner in the world. In fact, the Intercontinental is the first jet airliner designed to cross the Atlantic non-stop in 6½ hrs. between New York and Paris. In swift, silent, vibrationless flight, nothing equals this newest addition to Air France's jet fleet.

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the House group's staff is planned, he said.

Pertinent language of the bill, which would amend the Clayton Act:

Sec. 10A. Notwithstanding any other provision of law, (a) no person engaged in the publication of a newspaper or newspapers or other news periodical or periodicals shall own or acquire directly or indirectly the whole or any part of the stock or other share capital or of the assets of any radio or television broadcasting station or shall own or be granted a license to operate any radio or television broadcasting station where such ownership, acquisition or grant may result in such person controlling the operation of a substantial portion of the radio and/or television broadcasting facilities and the publication of a substantial portion of the newspapers and news periodicals in any section of the country, and

(b) no person engaged in operating or licensed to operate any radio or television broadcasting station shall own or acquire directly or indirectly the whole or any part of the stock or other share capital or of the assets of any newspaper or other news periodical where such ownership or acquisition may result in such person controlling the publication of a substantial portion of the newspapers and/or news periodicals and the operation of a substantial portion of the radio and/or television broadcasting facilities in any section of the country.

Fishing expedition out, WSPA-TV gets off hook

The FCC last week quashed a subpoena issued last year which would have required WSPA-TV Spartanburg, S.C., to bare its records for what the Commission called a fishing expedition by two local uhf stations.

Acting on a request by WSPA-TV, a four-man FCC held that the subpoena was incorrectly issued, was too broad in its directions and lacked specificity.

This was the latest move in the tangled six-year-old case which began in 1954 when WSPA-TV asked and received permission to move its tv transmitter site from Hogback Mt. to Paris Mt. This move has been fought by WAIM-TV Anderson, S.C., and WGVL (TV) Greenville, S.C., before the FCC and through the courts.

The latest hearing is based on a 1958 court remand which ordered a further hearing to determine whether alleged misrepresentations by WSPA-TV principals constitute a disqualification as a licensee. The nub of the latest controversy has to do with the charges that WSPA-TV principals made *ex parte* representations to the FCC while this case was in a hearing status. They asked for the subpoena to require WSPA-TV and its chief owner, Walter J. Brown, to produce books, memoranda, phone call notes, etc. respecting these purported off-the-record conversations. This was granted by the hearing examiner and affirmed by the Chief Hearing Examiner.

It was this request which was finally denied by the FCC last week. FCC Chairman John C. Doerfer and Comr. T.A.M. Craven were absent; Comr. John S. Cross did not participate.

SKIATRON AT SEC
Claims plans in works to back pay tv outfit

Skiatron's plans for a pay tv system have been deferred, not abandoned, and the scheme was about to receive $50 million dollar backing from an unnamed "major motion picture company," at the time the Securities & Exchange Commission suspended trading in the company's common stock Dec. 18, 1959 (AT DEADLINE, Dec. 28 1959 and Jan. 4). This was the claim of James M. Landis, special counsel for Skiatron Electronics & Television Corp. and formerly chairman of the SEC and dean of Harvard Law School.

Mr. Landis was responding to the SEC's charges against Skiatron on Jan. 13, the first day of a hearing before Examiner Robert M. Hislop to determine whether the trading ban should be continued or removed. Trading of the company's common stock on the American Stock Exchange and over-the-counter was stopped on grounds that information in its registration statement was so misleading that investors could not properly evaluate the worth of the stock. Skiatron has some 1,450,000 shares outstanding and 10,000-12,000 public stockholders.

SEC Counsel Eugene Rotberg questioned the accuracy and adequacy of Skiatron's registration statement. He charged that the company had violated the Securities Act of 1933 in registering stock that had already been sold or was in the process of being sold. He also stated that Skiatron had failed to disclose the financial status and prospects of a separate, non-affiliated company to which Skiatron had given the exclusive license to develop pay tv for 5% of profits that might accrue.

Borrowed Stock • The other company, Skiatron of America, is headed by Matthew M. Fox, who raised the money to promote the plan by borrowing some 200,000 shares of Skiatron Electronics stock from its president, Arthur Levey, and borrowing on these shares at 3% interest. These were the shares sold by collateral companies during and before registration when Mr. Fox defaulted on payments, Mr. Rotberg alleged. The counsel further stated that Skiatron investors had not been informed that this was the method used to raise the pay-tv-promoting funds, nor the hazards inherent in investing in pay tv. The hazards, he named included Skiatron's having no "significant patents" in the field, that "some $40 or $50 million" would be necessary to launch the venture—and that Skiatron of America had a deficit of $3.2 million.

Mr. Rotberg further charged that pay tv plans had been abandoned in favor of a wire circuit system under which Mr. Fox's company paid Skiatron 2½% of the profits and that this information had not been made available to investors.

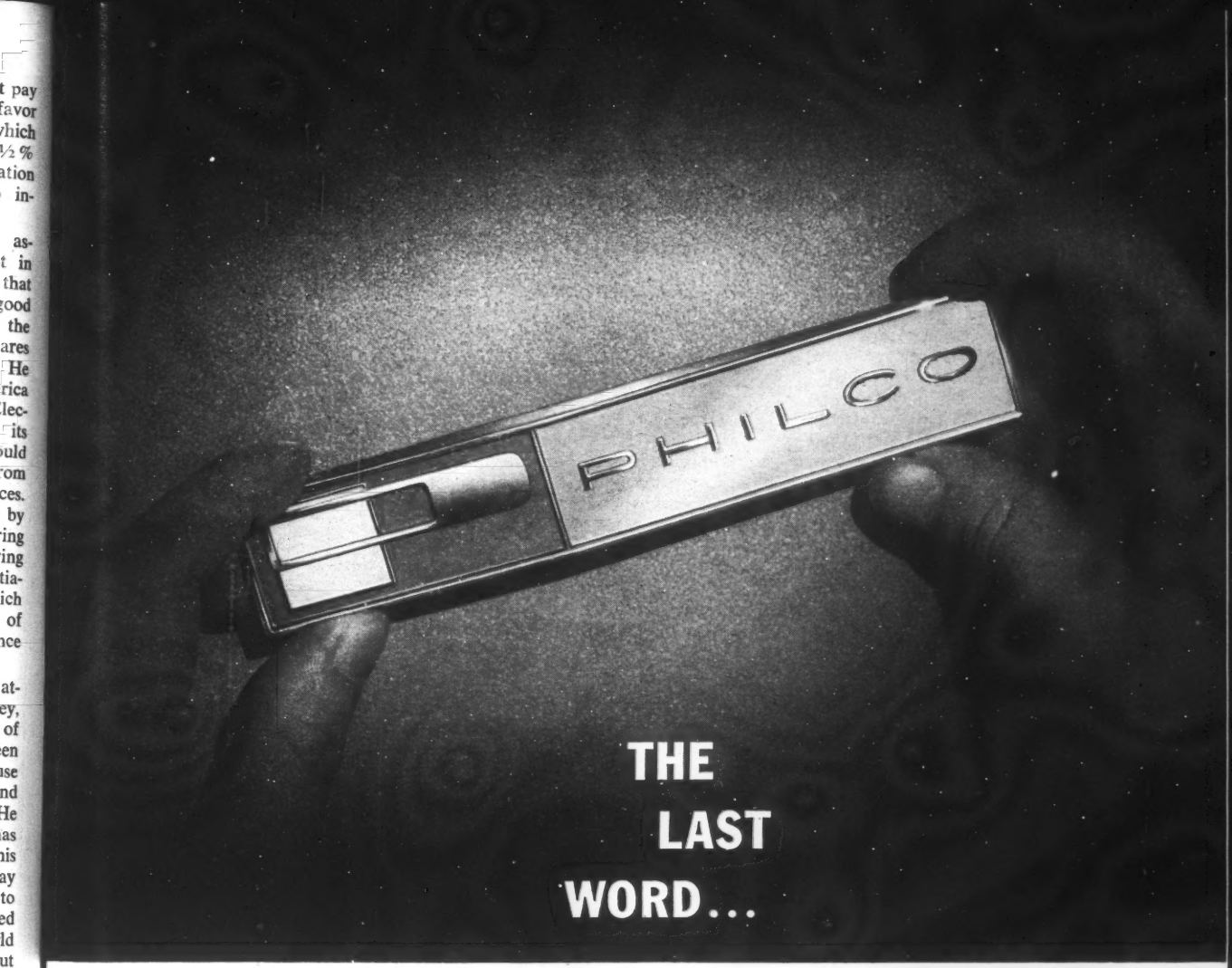
Skiatron's counsel, Mr. Landis, asserted that the company was not in violation of SEC regulations and that any "errors" it made were "in good faith." As proof of this, he stated, the company is now putting as many shares of stock as possible in escrow. He stated that since Skiatron of America is a separate company, Skiatron Electronics was not required to detail its operations. If it did, he said, it would run up against "solid opposition" from the FCC, Congress and other sources. He said that the $5 million spent by Mr. Fox's company was a pioneering effort; that the pay tv plan was nearing realization through "serious negotiations" with a film company which would acquire control of Skiatron of America, erase its deficit and finance pay tv.

Mr. Julian Jawitz, New York attorney representing Arthur Levey, described Matthew Fox as "a giant of the entertainment field" who had been aided by Skiatron Electronics because of his "great ability, imagination and sound financial background." He claimed Mr. Fox and his company has been expending $5 million "from his own resources to promote a plan—pay tv—which would "bring delight to every American." He further stated that "every literate person in the world is interested in entertainment without commercial exploitation which many feel mars the entertainment value." He claimed opposition had been strong from "entrenched interests" which would deny the "privilege of every person in his home, if he wishes, to pay 25 cents or 10 cents to view the program he wishes."

Hearing continues this week.

Flying etv attacked

An experimental airborne educational tv project for which Purdue U. has received FCC approval (AT DEADLINE, Dec. 28, 1959) has drawn sharp criticism from the executive council of American Federation of Teachers (AFL-CIO). The council has issued a statement noting the Ford Foundation, which will donate $4.5 million, is not subject to public control and is undertaking "drastic revision" of American public schools through a "grandiose scheme." The project, utilizing DC-7 flying transmitters and uhf band, is slated to start during the 1960-61 school term.



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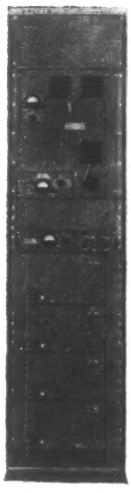

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Philco . . . the pioneer in microwave relay of television . . . offers unequaled experience and capability in the design, engineering and installation of a complete system to meet your specific requirements. Philco microwave systems provide true fidelity point-to-point relay of "off-the-air" television programs over short or long hauls, at minimum cost. Stable, broadband transmission makes Philco Systems equally applicable to community TV and S-T-L relay of NTSC compatible color or monochrome signals, including audio program channel. They assure dependable, unattended, continuous operation. Philco's famous Turnkey Services . . . including site surveys, system planning, installation and field service . . . are at your command. Complete information is yours for the asking. *Government and Industrial Division, 4700 Wissahickon Ave., Phila. 44, Pa. In Canada: Philco Corp. of Canada Limited, Don Mills, Ontario.*

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1960 NAB CONVENTION PLANS

State Secretary Herter, FCC's Doerfer head speaker's list for 38th annual meet

Two high government officials will head the program of the 38th annual NAB convention to be held April 3-6 at the Conrad Hilton Hotel, Chicago. They are Secretary of State Christian A. Herter and FCC Chairman John C. Doerfer.

Secretary Herter will be luncheon speaker on the opening day of formal meetings, April 4. Clair R. McCollough, Steinman Stations, will receive NAB's 1960 Distinguished Service Award at the luncheon.

Chairman Doerfer, central figure in the agitation over how far federal broadcast regulation should go, will speak at the April 5 luncheon. NAB President Harold E. Fellows will deliver the convention keynote speech the morning of April 4.

FCC Comr. T.A.M. Craven will receive NAB's second annual Engineering Award at the April 6 luncheon (see story this page).

Broadcast equipment developments will be shown at the convention's annual exhibit, to be held on the lower lobby floor of the hotel. Technical executives will hold their annual Broadcast Engineering Conference simultaneous with the convention management meetings, with sessions in the Sheraton-Blackstone Hotel adjoining the Conrad Hilton.

An agenda was completed at a Jan. 13 meeting of the NAB Broadcast Engineering Conference Committee, held in Washington under chairmanship of Warren Braun, WSVA-AM-FM-TV Harrisonburg, Va. A. Prose Walker, NAB engineering manager, is working with the committee in preparing the program.

Something New • A new feature will be a preview of its contents at the opening of the engineering session. Mr. Braun has been selected for this role.

Attending the engineering committee's meeting, besides Mr. Braun, were Allan T. Powley, WMAL-AM-FM-TV Washington; George Hixenbaugh, WMT-AM-TV Cedar Rapids, Ia.; Raymond F. Guy, NBC; Clure Owen, ABC; Ben Wolfe, WJZ-TV Baltimore; Russell Pope, KHSL-AM-TV Chico, Calif.; James D. Park, CBS, and J.R. Livesay, WLBH Mattoon, Ill. Participating for NAB were President Harold E. Fellows; John F. Meagher, radio vice president; Mr. Walker; Howard H. Bell, assistant to the president; John M. Couric, public relations manager, and George W. Bartlett, assistant engineering manager.

Co-chairmen of the top NAB Convention Committee are Thomas C. Bostic, KIMA Yakima, Wash., and Payson Hall, Meredith Stations.

MBS affiliates show optimism at N.Y. meet

MBS outlets radiated optimism and confidence in the future of the network last week during a meeting of eastern affiliates at the Hotel Biltmore in New York.

More than 70 executives of Mutual affiliated stations heard Chester Ferguson, MBS board chairman and industrialist, assure them that he and his associate, Albert Gregory McCarthy Jr., would continue to support the network financially over "a reasonable length of time." He qualified his remark by saying that he wanted assurances from the affiliates that they felt MBS service was "needed and desirable" and that he and Mr. McCarthy wanted to note some progress in the financial status of the network. He observed that the network "still is losing money," but did not elaborate on the extent of the losses.

Several of MBS' newest affiliates paid tribute to the type of service provided by the network and attributed an upswing in business, at least in part, to the Mutual concept. Among the executives who offered testimonials were Herbert Bloomberg, president and general manager, WWCO Waterbury, Conn.; John Deme, president and general manager WINF Manchester, Conn.; Irving Lichtenstein, vice president and general manager, WNTA Newark, N.J. and Henry Rau, president and general manager, WOL Washington, D.C.

Charles Henderson, president of WLEA Hornell, N.Y., recounted the details of a dispute he has had with the A.C. Nielsen Co. over ratings for his market. As previously reported (CLOSED CIRCUIT, Dec. 21, 1959), Mr. Henderson, who also is an assemblyman in the New York State Legislature, plans to have a bill introduced into the legislature that would license rating services. Mr. Henderson told the affiliates' meeting that the bill would direct rating services to specify how many persons were interviewed; how the interview was conducted, and the basis for projection of figures. He said the bill would be introduced by a colleague within the next two weeks.

Charles Godwin, MBS vice president for stations, gave a slide presentation devised to acquire new affiliates. He said that over the past nine months, Mutual has added 99 stations, of which 19 were affiliates of other networks.

Victor E. Diehm, station operator and chairman of the Mutual Affiliates Advisory Committee, presided at the meeting.

Award for Craven

T.A.M. Craven, member of the FCC and leading figure in the technical development of broadcasting, will receive the industry's highest engineering honor during the NAB convention in Chicago —the NAB Engineering Award.

Presentation of the award will be made by A. Prose Walker, NAB engineering manager, who headed the Engineering Conference Subcommittee that selected the winner. The ceremony will take place at the April 6 convention luncheon, a joint management - engineering event.

COMR. CRAVEN

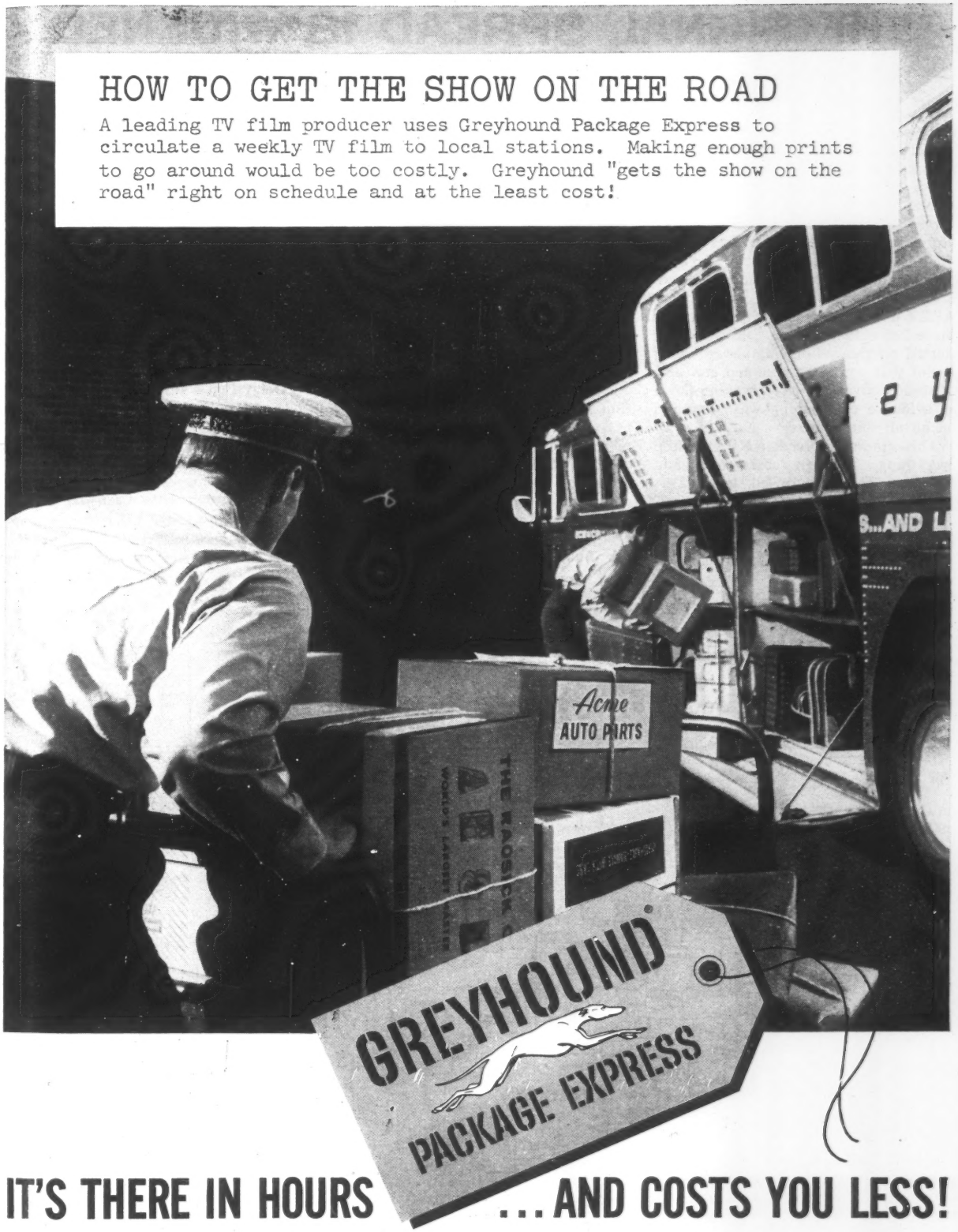
Mr. Craven was selected for the second annual award because of his long electronics record. This includes pioneering work in the Navy, where he rose to rank of commander; development of the directional antenna; FCC chief engineer; engineering consultant; member of the FCC; vice president of the Cowles stations; member of the NAB board and finally for his leadership of the American delegation attending the International Telecommunications Union's administrative radio conference in Geneva last year.

WLS drops Mutual

WLS Chicago has severed its affiliation with MBS with which it was associated since September 1956, effective last Friday (Jan. 15). The station of which American Broadcasting-Paramount Theatres gained sole control (BROADCASTING, Jan. 11), will continue as an ABC Radio affiliate, augmenting network hourly news coverage with expanded local newscasts. It was unofficially confirmed last week that WCFL, Chicago Federation of Labor station, would become the new local MBS affiliate.

HOW TO GET THE SHOW ON THE ROAD

A leading TV film producer uses Greyhound Package Express to circulate a weekly TV film to local stations. Making enough prints to go around would be too costly. Greyhound "gets the show on the road" right on schedule and at the least cost!



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When getting it there in a hurry means **business,** you can count on Greyhound Package Express! Your packages go anywhere Greyhound goes, by dependable Greyhound buses on their regular runs. That means you get service **seven days a week...24 hours a day...weekends and holidays!** And you can send C.O.D., Collect, Prepaid—or open a charge account. For information, call any Greyhound bus station, or write Dept. 8A, 140 South Dearborn St., Chicago 3, Ill.

VHF SIGNAL SPREAD IS WIDENED

ARB's first all-county sweep shows coverage underestimated

Tv stations are selling their coverage areas short.

A new concept of the reach of vhf signals may be in order, judging by early results of American Research Bureau's first nationwide all-county survey. The preliminary data show that vhf signals appear to be traveling farther than ARB, advertising agencies and even many stations themselves have realized.

Information starting to emerge from ARB's new Univac support a discovery made last autumn, when field work was started on the nationwide sweep. ARB found that generally accepted concepts of station coverage were breaking down as evidence of listening was measured on an all-county basis.

This finding forced ARB to stop everything, redesign areas and add counties. The switch led to a 2½-week delay in publication of ARB's nationwide studies, which are based on diaries for a four-week period ended Nov. 21.

New Look • "The new figures will provide quite an awakening for timebuyers and broadcasters," Mr. Seiler told BROADCASTING. "If analysis of the whole national sweep confirms what has been shown thus far, timebuyers will want to take a new look at their methods and data."

Important areas are being added to ARB's basic market maps, Mr. Seiler said (see maps).

Four markets taken from ARB's Univac (plus a second government computer that is doing a night shift for the Seiler firm) showed a total of 116 counties added to former coverage maps for the four areas.

Explaining the additional counties merely show evidence of actual viewing and are not necesasrily within the 10% saturation often used to identify a county in a coverage area, Mr. Seiler found these "amazing additions to generally accepted coverage":

• Philadelphia—31 counties added (including one in Connecticut, two in Virginia).

• Columbus, Ohio — 27 counties added.

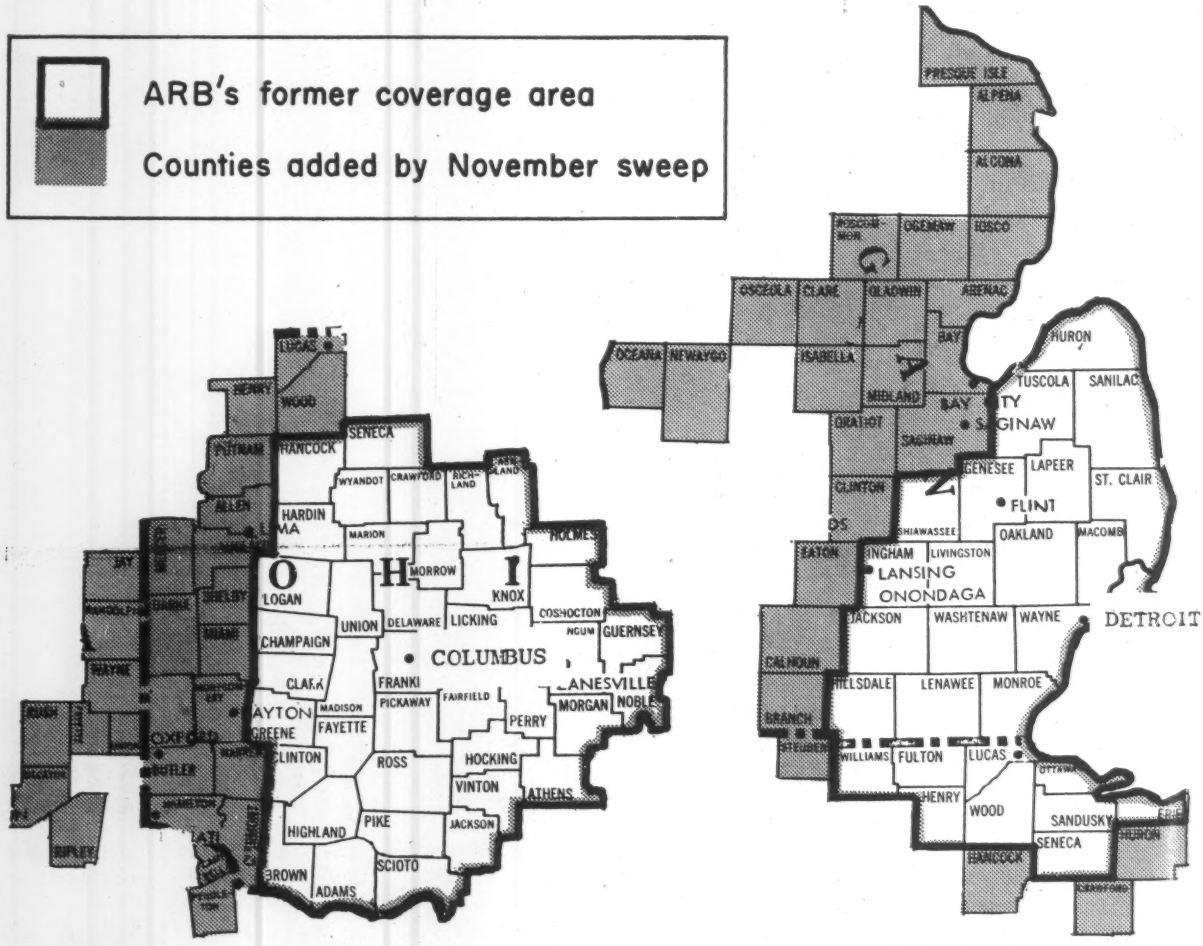
• Kansas City—33 counties added.

• Detroit—25 counties.

Mr. Seiler said it's too soon to analyze the extent of tuning in the additional counties. He added that the quick four-market results may not be typical. "The maps show where reception was found," he explained. "Coverage may be increased in as many as nine out of 10 markets."

Delay Felt • Impact of the 2½-week delay in publication of the new ARB sweep was being felt around Madison Ave. last week. Research executives at several major agencies voiced annoyance at the delay, suggesting "insufficient preplanning" might have been the cause.

According to Mr. Seiler, the revamping of the sample caused first delays. Then after diaries had arrived late at



ARB's Maryland headquarters, he said, valuable time was lost while Univac was taught its role and personnel fell into an entirely new routine. There were other delays, he continued, citing the problem of instructing Univac how to handle a shared-channel situation such as WHEC-TV and WVET-TV Rochester, N.Y.

The ARB Univac is running three shifts, 24 hours a day. It processes and reads punch cards (1,600,000 cards for the 100,000 diaries in the November sweep), computes data and triggers a printer that types out the forms reproduced in ARB's tv audience reports.

"Vhf stations are really getting out," Mr. Seiler said as he thumbed through early reports. "This national sweep, tabulating all viewing in all counties, is a new use of the diary. Almost every station has improved coverage in the last three years by technical changes, new equipment and higher towers."

Reports Overlap • "We hadn't fully appreciated the effect of these changes. The delay annoys subscribers and it annoys us, too. The October reports, covering about 40 markets, came out in late November and early December. The December reports, following the October pattern, are coming out on schedule, overlapping the November sweep. The next national all-county survey will be conducted in March.

"Next summer we will feed Univac the results of the two national sweeps and other figures from metropolitan areas, and will show percentage of homes able to receive each tv station in each county plus homes that actually view each station, average daytime and evening audience, plus station metropolitan audiences. We will then have the data timebuyers need to spend advertising money efficiently and the cost-coverage figures will be computed in minutes by Univac."

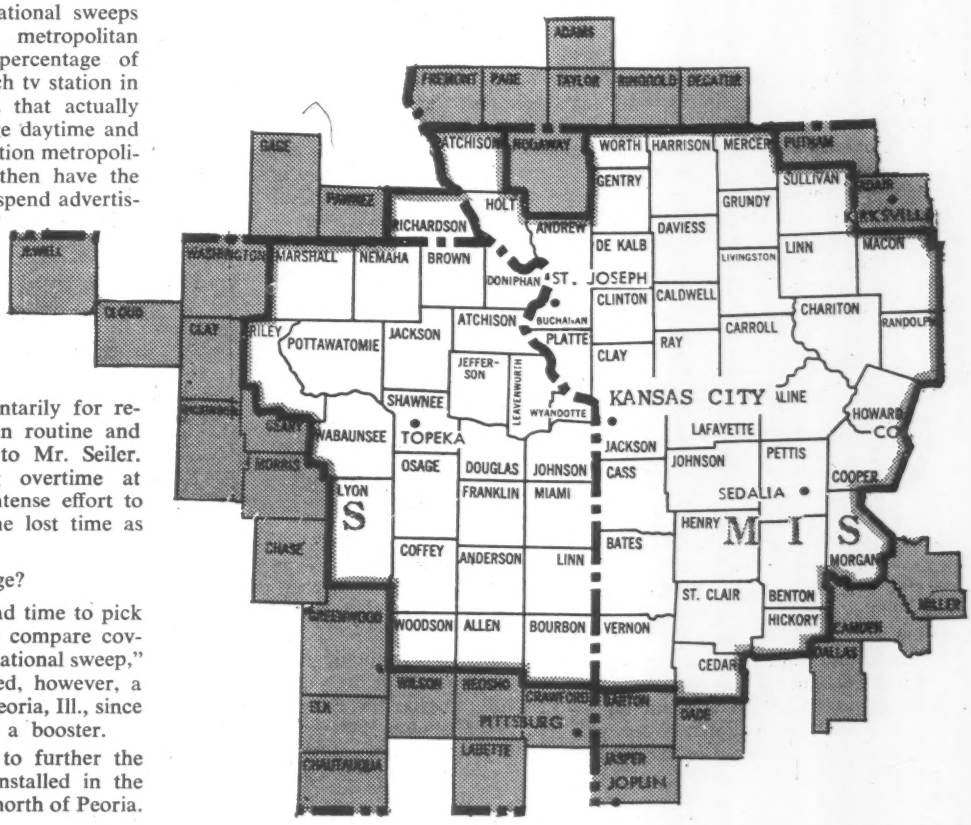
A few routine mechanical misfires have closed down the ARB Univac momentarily for repairs but they have been routine and unimportant, according to Mr. Seiler. Everyone was working overtime at ARB last week in an intense effort to make up as much of the lost time as possible.

How about uhf coverage?

"We simply haven't had time to pick out any uhf reports and compare coverage patterns under the national sweep," Mr. Seiler said. He noted, however, a big jump in reports for Peoria, Ill., since WEEK-TV (uhf) added a booster.

This new installation to further the station's coverage was installed in the LaSalle-Peru area to the north of Peoria.

Note: Philadelphia coverage also includes Middlesex County, Connecticut



CBS SETS UP EDITORIAL GUIDE

Owned-station expected to observe rules

"Rules and guideposts" governing the presentation of editorials by CBS-owned stations were handed down by the CBS editorial board last week.

Indicating that CBS-owned stations are expected to take public positions on affairs of local interest, one of the rules stipulates that the editorials "should be broadcast with considerable regularity and frequency."

Other guides include:

• "Industry subjects" and "national subjects that have no special local implications" are taboo.

• Editorials need not be cleared by the CBS headquarters editorial board, though the boards' consultants, Richard D. Heffner, is available to advise and assist on request.

• Uniformity of editorial views among CBS-owned stations is not necessary.

• "Station management alone," rather than individual departments or personalities, is responsible for editorial (but the manager himself is not requested to make the on-air delivery).

• Editorials should be at least five minutes long in practically all cases—long enough to present supporting logic and evidence—and in no case should "editorial spots" be used.

• Editorials should be "clearly identified as such and in this way carefully separated from other programming."

• Stations "should make every effort to search out opposition to their partisan editorials rather than simply wait for opposition to develop . . ."

• "Consensus editorials," meaning those in which a station "primarily underscores or reminds the public of basic principles or obligations to which no responsible segment of the community is likely to take exception," need not be "balanced" on the air and "may make unlimited use of production techniques."

• "Partisan editorials," which clearly take sides, "should be accompanied by painstaking concern for fairness and balance in providing on-the-air opportunities to the opposition," and should use only such production techniques as the opposition would be capable of employing. But "editorial programs," as distinguished from "editorials," are permitted to use "production techniques without limit when these techniques are part of a factual report that fairly and impartially presents the different sides of an issue as a documentary prelude to simple editorial statements by station management and by the opposition."

• Stations may take a stand on all local issues and on national issues with local implications, but not on candidates. Editorials taking a position on issues "should generally be broadcast some days before the balloting" and "this procedure is mandatory when a station editorial presents novel arguments or information."

• Newsmen and announcers primarily associated with commercials or with entertainment programming should not deliver the editorials. General managers may present them but are not required to: "Each station should search out—and, when feasible, use—those individuals who best combine on-the-air presence with some considerable degree of managerial responsibility, or should hire a special editorialist whose function is to speak for management."

• Each station "should have at least one professional editorial researcher-writer responsible for the preparation of editorials to the general manager."

• Editorials "should normally be repeated only in order to reach different audiences." If a partisan editorial is repeated, the opposition should be repeated too.

• Promotion and publicity relating to editorials should be "designed primarily to alert the public to listen or to watch." Promotion and publicity provided for partisan editorials should also be provided for the opposition.

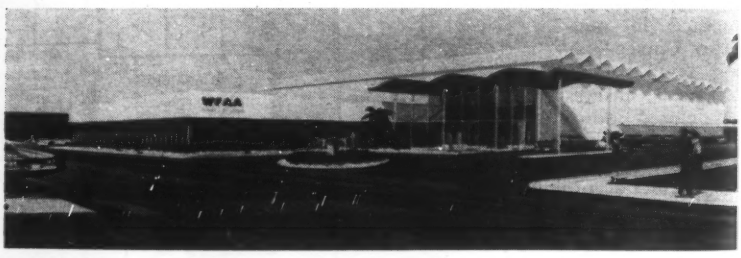
The purpose of presenting editorials and the opposition's replies was defined as being "to serve the public interest by stimulating thinking and decision-making about important public issues." The editorials "are not only to be fair, accurate and effective, but are also to be carried out with the maximum of care and of attention to detail of all kinds."

Other Thoughts • The "rules and guideposts," which are expected in time to be followed by similar policies for the offering of editorials on the CBS-TV and CBS Radio networks, also included several more general observations:

"While the concept of 'equal time' does not apply to editorials, CBS-owned stations should provide as fairly as possible the same kind and amount of time, technical facilities and promotion to the totality of opposition viewpoints as they make use of for their own partisan editorials. When there are several opposing viewpoints, such provision need not normally be made for each one separately. When a station gives inordinate weight to its own partisan editorials by the preemption of commercial time, it should take particular care to choose comparable reply time for the opposition. . . .

"The opposition to . . . partisan editorials need not be provided with 'the last word' on the air. It should, however, be provided an opportunity to reply to particularly novel arguments or information included in station editorials.

"Frequently the 'letters to the editor' technique of presenting the opposition to CBS-owned stations' partisan editorials will be patently insufficient to guarantee fairness and balance. Where used it normally should be limited to instances in which opposition letters (a) have been previously solicited and are presented immediately following the station editorial they oppose; or (b) are presented by themselves at another previously announced and comparable time; or (c) are presented (without too much of a time lag) when the next station editorial is presented—but are presented before, rather than after, that new editorial."



Coming next year • WFAA-AM-FM-TV Dallas plans to build new facilities at a cost of over $2 million. Completion is expected in February 1961. The accommodations, next to the downtown office of the parent *Dallas Morning News*, will provide three tv studios, three radio studios and enlarged office, engineering and storage space. The new 68,000 square foot building will be essentially one story, but features operations section rooms 25 feet high. All new equipment, including office furniture will be purchased, the current equipment (with the exception of the mobile unit and two video tape recorders) remaining in the present building which has been sold to the Educational Television Foundation of Dallas. Groundbreaking is slated for mid-January.

Public has little interest in ratings

General agreement that ratings are of little interest to the general public, which doesn't understand them anyway, was voiced last Monday (Jan. 11). This was the opinion of a panel of broadcasters, tv editors and rating service executives which discussed "Ratings—Should They Be Confidential?" at a Hollywood Ad Club luncheon meeting.

Dr. James Rue, assistant to the president of NAFI Corp.'s broadcast division (KCOP [TV] Los Angeles and KPTV [TV] Portland, Ore.), moderator, raised the point of the requirement of the rating services that their subscribers do not divulge the information they receive. Dr. Rue asked why they should not themselves refrain from making their ratings public. Tv editors Cecil Smith of the *Los Angeles Times* and Hal Humphrey of the *Los Angeles Mirror-News* said they never published "top 10" rating lists and have not been receiving them lately.

Norman Boggs, vice president, RKO Teleradio, and general manager of KHJ Los Angeles, asked confidential from whom? The broadcaster, advertiser, agency and producer are pretty sure to know any program's rating if one of them is a subscriber to the rating service, he noted.

Bill Shafer, western manager of ARB, said that after releasing the top 10 to the press for years, ARB had stopped this because of misuse by writers who do not understand the significance of ratings and because rating services now provide much more audience information than just ratings. Phil von Ladau, assistant west coast manager of A.C. Nielsen's broadcast division, noted that the syndicated nature of rating reports prevents complete confidence. He blamed much of the present criticism of ratings on critics who charge ratings with killing good programs when all the ratings did was report the amount of the public viewing of these shows. Edwin Cahn, Pacific manager of Pulse, agreed that most of the rating services' troubles come from critics who attack ratings without taking the trouble to understand them first.

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• WTVP (TV) Decatur, Ill.: Sold by Prairie Television Co. (George Bolas, president) to Metropolitan Broadcasting Corp. for more than $600,000. Metropolitan, headed by John W. Kluge,

and **WOC-TV**

FOR BEST COVERAGE IN THE NATION'S 47th TV MARKET

(Davenport, Iowa — Rock Island — Moline, Illinois)

A comparison of coverage of TV stations in or overlapping the Davenport — Rock Island market area as reported in the Nielson Coverage Service No. 3 — Spring, 1958.

Station	TV Homes	Monthly Coverage	Weekly Circulation Daytime	Weekly Circulation Nightime
WOC-TV	438,480	308,150	263,430	288,750
Station A	398,600	278,900	226,020	258,860
Station B	340,240	275,160	229,710	260,190
Station C	274,990	208,300	153,540	191,010
Station D	229,260	156,340	127,240	146,620

WOC

PRESIDENT Col. B. J. Palmer
VICE-PRES. & TREASURER D. D. Palmer
EXEC. VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D. Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pax Shaffer

THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

TV channel 6

PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

NBC

WOC-TV is No. 1 in the nation's 47th TV market—leading in TV homes (438,480), monthly coverage and weekly circulation — day and night — as reported in the Nielson Coverage Service No. 3, Spring, 1958. For further facts and latest availabilities, call your PGW Colonel . . . NOW!

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☐ Payment attached ☐ Please Bill

name title/position
company name
address
city zone state
Send to home address — —

* Occupation Required

owns radio stations in New York, Cleveland, and Philadelphia, and tv stations in New York, Washington, D.C., Peoria, Ill., and Stockton, Calif. Advising Metropolitan in this purchase was Blackburn & Co. No changes in personnel are contemplated, Metropolitan said. WTVP began operating on ch. 17 in 1953. It is affiliated with ABC.

• WGRD Grand Rapids and WTRU Muskegon, both Michigan: Sold by Music Broadcasting Co. (Paul F. Eichorn, president) to William H. Rich and Alastair B. Martin for $500,000. Messrs. Rich and Martin own WPIC-AM-FM Sharon and WMGW-AM-FM Meadville, both Pennsylvania. Transaction was handled by Hamilton-Landis & Assoc. WGRD operates on 1410 kc with 1 kw daytime. WTRU is 5 kw fulltime outlet on 1600 kc.

• KCLP Rayville, La.: Sold by Denver T. Brannen to John H. Touchstone for $45,000. Mr. Brannen owns Dixie Radio group (WDLP-AM-FM Panama City, WCOA· Pensacola, both Florida, and KCIL Houma, La.) and bought KCLP in July 1959 for $33,250. Mr. Touchstone is former owner of KRCT Pasadena, Tex. Broker was Paul H. Chapman Co. KCLP is 250 w daytimer on 990 kc.

• WYOU Newport News-Norfolk, Va.: Sold by Richard Eaton to Max Reznick for $130,000. Mr. Reznick has an interest in WABW Annapolis, Md., and conducts a Washington, D.C., Yiddish language program. Transaction was handled by Blackburn & Co. WYOU is 1 kw daytime on 1270 kc.

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 117).*

• WFAI Fayetteville, N.C.: Sold by Ralph E. Hess to Jackson F. Lee for $142,000 plus five year lease on transmitter site and building rental of $50 per month with option to renew or purchase for $15,000 less rental paid. Mr. Lee is manager of WILM Wilmington, Del. WFAI is on 1230 kc with 250 w.

• WMMM Westport, Conn.: Sold by group headed by Norman J. Bernstein to Donald Flamm for $125,000. Mr. Flamm, pre-World War II owner of WMCA New York, has an interest in WPAT Paterson, N.J. Comr. Bartley abstained from voting. WMMM is a 1 kw daytimer on 1260 kc.

• WCUM-AM-FM Cumberland, Md.: Sold by Hollis M. and Anne M. Seavey to group headed by Wallace L. Hankin for $34,000 plus assumption of $93,750 note. Mr. Hankin is general manager, WAGE Leesburg, Va. Associated with Mr. Hankin is Simon Goldman, principal owner of WJTN-AM-FM Jamestown, WDOE Dunkirk and WGGO Salamanca, all New York. Mr. and Mrs. Seavey bought the station in March 1959, paying $125,000. WCUM is on 1230 kc with 250 w. WCUM-FM is on 102.9 mc with 1.25 kw.

RAB's Sweeney sees radio up, papers down

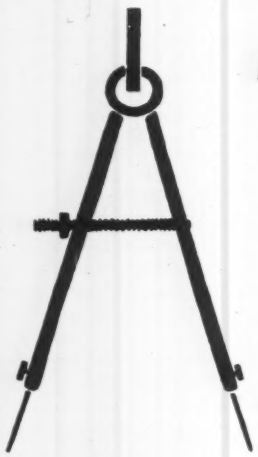
By 1970, there will be another 1,000 radio stations and 80 tv stations on the air, but there will be fewer newspapers and magazines, Kevin B. Sweeney, president of the Radio Advertising Bureau, predicted last week in a talk before the Columbus (Ohio) Advertising Club.

Mr. Sweeney's crystal ball radiated these other observations about radio in 1970: There will be more than 250 million sets in operating order; the number of stations owned by the investing public will increase substantially; the volume of advertising will double, with much of this growth coming from local retail business, particularly the grocery chain, the automobile dealer and the department store; stations will be "highly specialized" in editorial content with three-quarters of the stations—"the FCC willing"—concentrating on one type of music or on news to the exclusion of other material.

Newspaper Decline Cited • He predicted there will be at least 40 fewer daily newspapers than now exist. By 1970, he said, the surviving newspapers will be more solid financially but most papers will issue only a single edition daily. He foresaw a five-fold increase in color advertising in newspapers; a substantial growth in classified volume; a decline in newspapers' share of national revenue but a continued growth in retail advertising.

There will be one less women's book, probably one less general magazine and one fewer shelter book by 1970," Mr. Sweeney declared. "Offsetting that decline there will be a dozen new special-interest magazines setting up shop on the main avenues of new leisure."

Though tv's growth period will be over by 1970, Mr. Sweeney said, television will still enjoy the larger share of media dollars, almost entirely from the 30 largest advertisers. He offered these other observations about tv in 1970: Color will add "excitement, but not much circulation" to the medium; daytime tv "won't make it as a mass medium;" the "civil war of the decade" will be between the tv networks and their affiliates, "both wanting to expand their timing allocations at the other's expense."



ACCURACY

To be selected by local, state, and national jurisdictions for the appraisal of estates involving broadcast properties, a broker must have unquestionable accuracy. Blackburn & Company has achieved the reputation of exactness in all negotiations, and appraisals.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

Incorporated

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D.C.	MIDWEST	ATLANTA	WEST COAST
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	Calif. Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Ave.	Robert M. Baird	9441 Wilshire Blvd.
Washington Building	Chicago, Illinois	Healey Building	Beverly Hills, Calif.
STerling 3-4341	Financial 6-6460	JAckson 5-1576	CRestview 4-2770

• Media reports

Address change • Concert Network Inc., N.Y., and WNCN (FM), Concert Network's station in New York, have moved to new facilities at 11 E. 47th St., zone 17. Telephone: Plaza 2-0870.

Keystone adds affiliates • Keystone Broadcasting System has taken on 13 new stations, it was announced by Charlotte Tucker, station relations director. They are: KAVI Rocky Ford, Colo.; KBIZ Ottumwa, Iowa; KGAN Bastrop, La.; WLYN Lynn and WNBP Newburyport, both Massachusetts; KWEB Rochester, Minn.; KYRO Potosi, Mo.; WOTW Nashua, N.H.; WPNC Plymouth, N.C.; WMPO Middleport-Pomeroy, Ohio; KVLG LaGrange, Tex., WTSA Brattleboro, Vt., and WISV Viroqua, Wis.

WJPS scholarship • WJPS Evansville, Ind., and the Kennard Oil Co. there are giving a $1,330 scholarship to the high school student who writes the best "Why I Want to Live and Work in the Tri-State" essay.

Big year • Radio Advertising Bureau has characterized 1959 as the biggest year in its history with the signing of 396 members. Membership now stands at 1,136. A total of 49 radio stations joined RAB during December, President Kevin B. Sweeney reported, for "the best December ever and the second most successful new member month" in its nine-year history.

Biology in Ohio • WHIZ-TV Zanesville, Ohio, has premiered an educational biology series, Saturdays at 9:30 a.m. The programs are produced with the cooperation of the Zanesville Board of Education. Robert Bryant, a specialist in the field from the local school system, is instructor in the biology course. In addition, WHIZ-TV has instituted five-days-a-week programming of a series originating at Ohio State U's etv station, WOSU-TV Columbus.

Western Michigan market • Avery-Knodel Inc., N.Y., is distributing to national advertisers and their time-buyers a western Michigan market study on behalf of two of its nationally represented stations, WKZO-TV Kalamazoo-Grand Rapids and WWTV (TV) Cadillac-Traverse City, both owned by the Fetzer Broadcasting Co. Both stations are CBS-ABC affiliates.

New members • Membership applications from nine television stations have been accepted by the board of directors of the Assn. of Maximum Service Telecasters, according to an announcement by Lester W. Lindow, executive director. The applications acted upon came from the following stations: KSTP-TV St. Paul-Minneapolis; KHQ-TV Spokane; KXLY-TV Spokane; KERO-TV Bakersfield, Calif.; KXTU (TV) Sacramento, Calif.; KTVU (TV) Oakland-San Francisco; WWTV (TV) Cadillac, Mich.; WTOM-TV Cheboygan, Mich., and WVAR (TV) Phoenix-Mesa, Ariz.

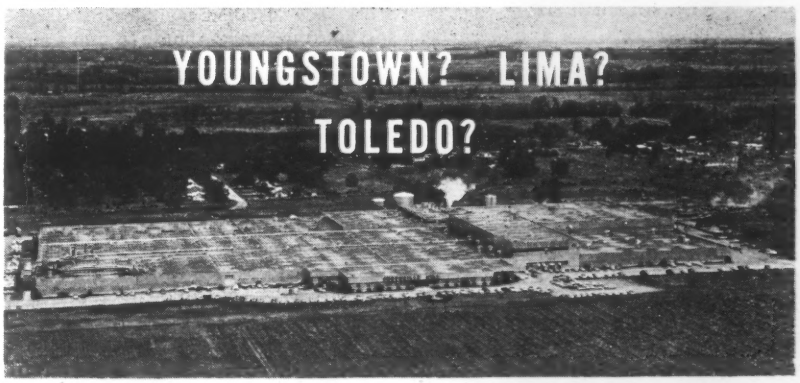
WOGA on its own • WOGA Chattanooga has announced that it will not renew the MBS contract held by the former licensee, WAGC. The contract expires Feb. 28. General Manager George W. Patton says that in becoming a fulltime independent station, WOGA will install new facilities and embark upon a "full-scale program of music, news coverage with a fleet of mobile units and special events coverage of everything of interest in the Tennessee Valley area."

Most powerful • KPFK(FM) Los Angeles will install a new transmitter on Mt. Wilson with a power capability of 115 kw, highest of any fm station in the area, according to Mrs. Catherine Cory, station manager.

Asks critics aid

CBS President Frank Stanton is enlisting the aid of some of television's keenest critics — the professional ones—in a personal analysis of the good and bad of tv programming. He has asked about 10 tv writers, according to CBS sources, for their nominations for "the 10 most outstanding broadcasts of last year," whether specials or single episodes of series. "If you agree to help me," he said in telegrams made public by recipients, "I promise that your replies will not be used for promotional purposes or in any way to embarrass you. There will be no attribution and I will gladly send you copy of the analysis when it is completed."

New fm signs on • WKDN-FM Camden went on the air Dec. 31, simulcasting programs from WKDW, its daytime companion station, until sign-off and



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 78.5% SHARE OF AUDIENCE

According to April 1959 ARB we average 78.5% share of audience from Sign On to Sign Off 7 days a week. During 361 weekly quarter hours it runs 89% to 100%, and for 278 weekly quarter hours 92% to 100%.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: "Greenville Mill, Division of Mohasco Industries, Inc.", Greenville, Mississippi, Manufacturers of the finest carpets and rugs.

Far-Reaching!

They're advertising for bear skins?

Run for your life!

Even WCSH-TV can't reach us here.

Seriously, advertising on SIX does have a "far-reaching effect." Quality of operation and superiority of coverage are behind our success. Your Weed TV man now has SIX straight years of surveys that prove it.

WCSH-TV 6 NBC for PORTLAND

MAINE BROADCASTING SYSTEM

WCSH-TV 6, Portland WLBZ-TV 2, Bangor
WCSH Radio, Portland
WLBZ Radio, Bangor WRDO Radio, Augusta

continuing with its own programming until 11 p.m. WKDN-FM, operated by the South Jersey Broadcasting Corp., is on 106.9 mc with power of 7.5 kw.

Radioman-publisher • George Gothberg, president, WFPA Fort Payne, Ala., has taken over operation of the *DeKalb County News*, a weekly newspaper. WFPA station-sales manager W.D. Holderfield is sales executive for both the station and newspaper. Hal Comello of WFPA will handle newspaper sales.

McGavren expands • Daren F. McGavren Co., station representative, announces expansion of its Chicago office into larger quarters at 35 E. Wacker Drive (telephone: Franklin 2-1370) and addition of staff personnel.

Northwest territory • The Branham Co., N.Y., national advertising representative, has set Feb. 1 for the opening of a branch office in Minneapolis. It will be located in the Northwestern Bank Bldg. Robert Brockman will leave Branham's Chicago office to be in charge of radio-tv operations in Minneapolis.

• Rep. appointments

• KXEN St. Louis; XERB San Diego-Tijuana; KALI Pasadena-San Gabriel, Calif.; the Tobacco Network of North Carolina; KGGF Coffeyville, Kan., and WACL Waycross, Ga.: John E. Pearson Co., N.Y.

• KUDY Littleton, Colo.: Grant Webb & Co., N.Y.

• WNOB (FM) Cleveland: Good Music Broadcasters Inc., N.Y.

• WSJV (TV) and WTRC-AM-FM Elkhart-South Bend, Ind., and WKJG-AM-TV Fort Wayne, Ind.: Branham Co., N.Y.

• WHBQ Memphis: H-R Representatives, N.Y.

PGW installs new video tape facilities

Peters, Griffin, Woodward Inc., New York, has installed facilities for showing video tape recordings, 16 mm sound picture film, 35 mm slides, audio tapes and discs. The firm's station, agency and advertiser clients have been invited to take advantage of the new service, which enables an audience of up to 40 people to view all types of tapes ranging from IDs to programming.

The initial showing in the new audio-video center was a video tape presentation created by KGMB-AM-TV Honolulu. Executives of National Export Adv. Service Inc. viewed the tape just 17 hours after it was prepared in Honolulu.

Tv equipment in the center includes a 24-inch Conrac viewing monitor which is linked with WPIX (TV) New York, where the video tape transmission originates. A custom built Altec hi-fi speaker provides the audio for video tape screenings. For off-the-air reception of New York's seven tv stations the monitor is wired to a Conrac tuner. Radio equipment includes an Ampex 601 tape recorder, a Mackintosh amplifier and a Bogen all-speed turntable.

Looking things over • Inspecting the video tape facilities at Peters, Griffin, Woodward's Park Avenue offices are (l to r) Russel Woodward, PGW vice president; Ed Fleri, BBDO supervisor of spot media; H. Preston Peters, PGW president; D. Trowbridge Elliman, BBDO; George C. Castleman (standing), PGW; Lloyd Griffin, PGW vice president and director of television.

SAG-AFTRA MERGER TALKS OFF

Postponed because of film negotiations

There'll be no Screen Actors Guild-AFTRA merger talks this week.

SAG last week notified AFTRA that the Guild's negotiations with the major motion picture producers, now at a crucial stage, make it impossible for SAG to acceed to AFTRA's request for a meeting this week to discuss the merger plan submitted to the two unions by David L. Cole (BROADCASTING, Jan. 11).

At the same time the SAG board announced appointment of special committees in Hollywood, Chicago and New York to study the merger plan proposed by Mr. Cole. The Hollywood committee comprises: Ronald Reagan, SAG president; Dana Andrews and Rosemary DeCamp, vice presidents; Robert Keith, recording secretary; George Chandler, treasurer; Bruce Bennett, Hillary Brooke, Ann B. Davis, John Howard, Gene Raymond and William Talman. Members of the New York and Chicago committees were not announced.

The SAG letter to AFTRA reads, in part: ". . . the Guild is presently in negotiation for a new collective bargaining contract in the field of theatrical motion pictures. The present contract expires Jan. 31, 1960, and the negotiations, which are proceeding daily, have reached the critical stage.

"Among the many issues involved are the all-important questions of payment to actors for post-1948 theatrical picture released to television and a pension and welfare fund. As an example of how seriously both sides regard these problems, for the first time in the history of collective bargaining in Hollywood, the presidents of the major motion picture companies are arriving in Hollywood Jan. 18 to participate actively in the negotiations.

"Your board will understand our conviction that the successful conclusion of these negotiations is and must remain the primary objective of the Guild. We know you will agree that to attempt to divide our time and attention between negotiating sessions and the merger study would be unfair to our members and yours . . ."

Tape Issue • No mention was made by SAG of AFTRA's statement in its letter asking for a meeting of the merger committees this week. In the letter AFTRA said it will "protect its rights" to its claims of jurisdiction over all tv tape recording, programs and commercials alike. The statement said this will be done by sending notices to NLRB (which has not handed down its decision on an AFTRA petition for recognition of its claimed tv tape jurisdiction in the commercial field, although hearings concluded nearly a year ago) and to other interested parties, including the American Assn. of Advertising Agencies and its member agencies.

Neither SAG nor AFTRA would release the report until their boards have studied it. It is understood that these were some of the points made by Mr. Cole in recommending a merger: A consolidation would enhance the bargaining strength of members; it is the only effective means of coping with jurisdictional problems; it would improve the legislative activities of the members by unifying their voice at both the federal and state level when the welfare of members requires a strong voice in their behalf; it would permit the development and joint administration of uniform welfare and pension plans; it would enable employes to have a uniform residual program which could be jointly administered and policed.

The report also reportedly makes the point that a merger would result in economies that would not affect the effectiveness of the organization, and, in the final analysis, an amalgamation would be "the proper response" to the wishes of members expressed repeatedly over a period of years.

News Assoc. expands, adds eight outlets

News Assoc. Inc., Washington, has added eight new radio station clients to its list of audio news service subscribers and is expanding its national and international news coverage, it was announced yesterday (Sunday) by Herbert Gordon, NAI president.

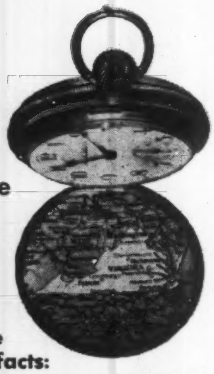
New subscribers are WJR Detroit, WHAS Louisville, WHAM Rochester, N.Y., WWNH Rochester, N.H., WTAG Worcester, Mass, WERE Cleveland, WERC Erie, Pa., and WICA Ashtabula, Ohio. All previously have been serviced by Radio Press International. News Assoc. has been RPI's Washington bureau, but this agreement expires Jan. 31 and RPI is negotiating for new facilities there, it was reported.

MR. GORDON

Others which News Assoc. serves include Corinthian Stations, WHDH Boston, WNEW New York, KVTV (TV)

W. D. "Dub" Rogers, President and Gen. Mgr.

when
buying time
IN
VIRGINIA



take a minute
to read these facts:
VIRGINIA'S LARGEST SINGLE ADVERTISING MEDIUM COVERS:

Retail Sales . . .	54.2%
Food	49.2%
Automotive Sales .	52.5%
Gasoline	54.0%

WRVA-RADIO
RICHMOND, VIRGINIA

REPRESENTED BY
PETERS, GRIFFIN, WOODWARD, INC.

HARVEY
HAS
AMPEX
Equipment and Parts
For Immediate Delivery
hrc
HARVEY RADIO CO., INC.
103 W 43rd ST NEW YORK 36, N Y JU 2-6380

AMPEX
PROFESSIONAL
SERIES 300 and 351
DUPLICATORS
PARTS for conversion and replacement
LARGE STOCK OF EVERYTHING
SONOCRAFT
CORPORATION
115 West 45th Street, New York 36, N.Y.
JUdson 2-1750

Sioux City, Iowa, and WNAX Yankton, S.D.

Mr. Gordon also announced the addition of Bruce Morton, former RPI Senate correspondent, to NAI's Washington news staff as combination Senate correspondent and night editor. Mr. Morton will assist Donald E. Bowers, executive editor, in handling NAI's daily 6 a.m.-8 p.m. audio news coverage operation. NAI also handles tv film news clips on assignment. Washington news staff now totals eight.

Thomas Weyr has been appointed to handle central European coverage for NAI from Vienna. He formerly was diplomatic correspondent in Washington for United Press International. Mr. Gordon said appointments also will be made in other major news centers in Europe and Asia, with special coverage planned from Ottawa and South America.

WGA CALLS STRIKE
Writers want share of tv rerun sales

Typewriters clattered overtime last week in Hollywood as writers tried desperately to complete tv script commitments before midnight Friday (Jan. 15), when the agreements of Writers Guild of America with the principal producers of tv filmed programs came to an end. And, at one minute past midnight on Jan. 16, WGA had called for a strike against member companies of the Alliance of Television Film Producers and another against the tv divisions of subsidiaries of the major producers of motion pictures.

Major issues between the writers and the tv film companies are WGA demands for a share in receipts from the sale of tv films abroad and for residual fees for all reruns. Writers at present get no additional payments when tv films are sold in foreign markets and their residual payments stop with the sixth run. WGA requests for an increase in basic rates have been protested as exorbitant and ridiculous by the producers, but such protests are traditional and it is believed that these money demands can be ironed out in negotiations. But the producers are reportedly at present adamant in refusing to consider extra payments to writers for foreign showings of their tv films or for additional reruns on domestic tv stations. With WGA equally determined on these points, there seemed little likelihood last week that a strike could be averted, although negotiations were continuing.

Effect of a writers' strike would vary from company to company and not necessarily according to size of company or volume of its tv programming. Some large companies are running dangerously close to the line; some small ones are completely in the clear, with programs scripted, shot and "in the can" for the balance of the 1959-60 season.

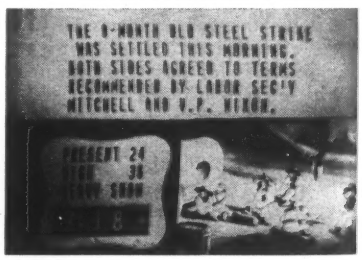
A spot check made in Hollywood Thursday (Jan. 14) showed things in good shape at 20th Century-Fox Television. All 39 of the *Many Loves of Dobie Gillis* are completed; *Adventures in Paradise* is six films ahead and has completed scripts for nine broadcasts after that. Furthermore, scripts are in hand for five pilots 20th-Fox plans to shoot next month.

Four Star reported that on the average their filmed shows are finished eight to ten weeks ahead of broadcast time and that they have scripts in various stages of development from bare story line to completion for another 10 weeks. Walt Disney Productions said a strike would find them in no trouble.

Of a dozen filmed shows on one tv network, none had less than 10 completed scripts on hand for weekly programs to be broadcast this week and thereafter. And of course, if necessary, any series could resort to reruns to fill out the season.

Regardless of the size of backlog, all producers of tv film, whether the major motion picture companies or those exclusively in the tv field, are reported as exhibiting a firmness and solidarity unprecedented in Hollywood bargaining history.

Meanwhile, WGA's strike against


THE 9-MONTH OLD STEEL STRIKE
WAS SETTLED THIS MORNING.
BOTH SIDES AGREED TO TERMS
RECOMMENDED BY LABOR SEC'Y
MITCHELL AND V.P. NIXON.

'Funews' for the family • WXYZ-TV Detroit is experimenting with a technique called Dual-TV, which provides cartoons for children on part of the screen at the same time adults get the news and weather bulletins. *Funews* is shown from 7-7:30 a.m. Mon.-Fri. and was sold to Awrey Bakeries, Detroit, (through Zimmer, Keller & Calvert) for 39 weeks even before it was first aired. The low right one-quarter of the screen features the cartoons (with sound), the rest of the screen is video only. If the experiment proves successful, John F. Pival, WXYZ-TV vice president says, the Dual-TV technique will be extended to other time periods.

more than 40 independent producers of theatrical motion pictures is continuing and at 11:59 p.m. Saturday (Jan. 16), the Guild planned to add the major picture producers to the list. Negotiations broke down some weeks ago over a new contract to succeed the one expiring Nov. 17, 1959. Major issue of contention between WGA and these producers is the writers demand for a share in the proceeds of any sale of post-'48 theatrical pictures to television.

Erickson switches to own enterprises

Rod Erickson who has given up fulltime responsibility for tv sales of Warner Bros. Pictures, is shifting his attention to several television projects of his own, including half ownership in a Canadian film company formed last week.

Mr. Erickson continues in an advisory capacity with WB which has announced no plans for naming a fulltime successor. He resigned last fall, leaving last week. But he is still on call by Warner Bros. until July 1961.

The former radio-tv vice president of Young & Rubicam (he joined Warner Bros. in August 1958) now will devote more time to tv activities of Rodney Erickson Enterprises Inc. These include:

- Half ownership of a new Toronto firm, CanTel Ltd., formed last week with Stovin-Byles, Canadian station representative, to produce and distribute films to new stations. CanTel also will handle product of major American film companies.
- Directorship of Sapphire Ltd., London and Walton-on-the-Thames Studios Ltd. The English projects include a half-hour series, *Women in Love* starring Olivia DeHaviland, and five 60-minute shows starring Dan Dailey on tv tape or film in various national capitals.
- Representing a handful of new Filmways Tv Inc. properties in New York, which maintains a facilities exchange with Warner Bros.

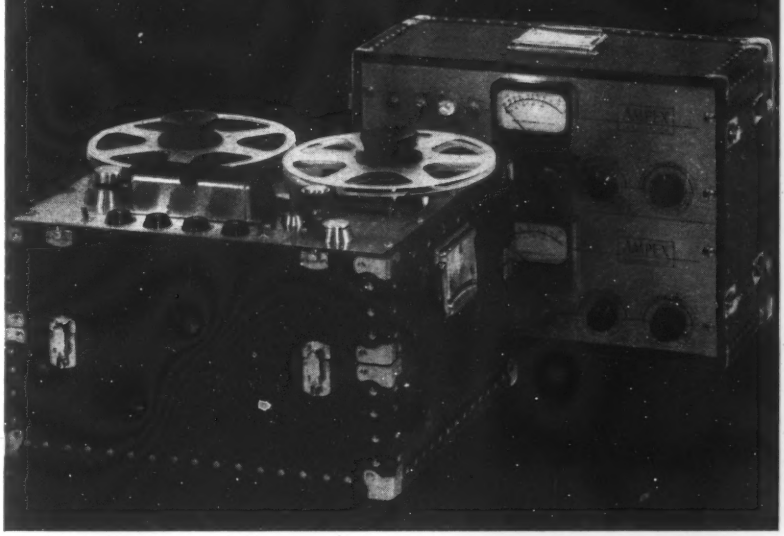
Erickson Enterprises for the time being is headquartered at 160 E. 93rd St.; phone Trafalgar 6-5984.

Lynch documentary

A two-part documentary of the Mack Charles Parker lynching, *We Accuse*, written by Allan Sloane and produced by WMCA New York is being presented Jan. 13 and 18 (10:35-11 p.m.). The series emphasizes WMCA's interest in the Parker case since he was taken by force from his jail cell on April 25, 1959. On April 29 WMCA began airing a series of editorials and announced an award of $5,000 for information leading to the arrest of the abductors (AT DEADLINE, May 4, 1959).

AMPEX 351

STEREOPHONIC / MONOPHONIC



THE STANDARD THAT SAVES DOLLARS

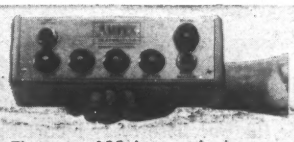
Since its introduction, the Ampex 351 Series has been acknowledged as the *standard of excellence* in professional recorders for the broadcast industry. Broadcasters—and other users with highly critical recording requirements, such as recording studios and educational institutions—will find that the purchase of an Ampex 351 is further justified by these important facts:

The recognized precision and engineering skill which go into each Ampex 351 *guarantees* unsurpassed durability and reliability for a long, dependable life. As a result... *on a cost-per-operating-hour basis, Ampex is the most economical of any recorder made.*

PERFORMANCE SPECIFICATIONS

Note: As professional equipment, the Ampex 351 specifications listed are accurate measurements required by NAB standards and do not incorporate any exaggerated sales claims. These are the guaranteed minimum performance specifications the customer can expect in long-range operation.

Frequency Response:	15 ips ±2db 30 to 15,000 cps 7½ ips ±4db 30 to 15,000 cps ±2db 40 to 10,000 cps
Flutter and Wow:	15 ips—well below 0.15% RMS 7½ ips—well below 0.2% RMS
Timing Accuracy:	Within ±0.2% (±3.6 sec. in a 30 min. recording)
Starting Time:	Full speed in less than 1/10 sec.
Stopping Time:	At 15 ips, tape moves less than 2" after pressing "Stop" button.
Models:	Half track, full track, 2 track stereo (separate erase to each track). Console, portable and rack mount.



FULL REMOTE CONTROL

The Ampex 351 Series can be operated in the relay-solenoid tape motion control unit for Start, Stop, Fast Forward, Rewind and Record modes from any remote location.

There are 185 Ampex dealers to serve you. Check the Recording Equipment listing in the yellow pages of metropolitan area directories, or write Dept. 304 for the name of your nearest dealer.

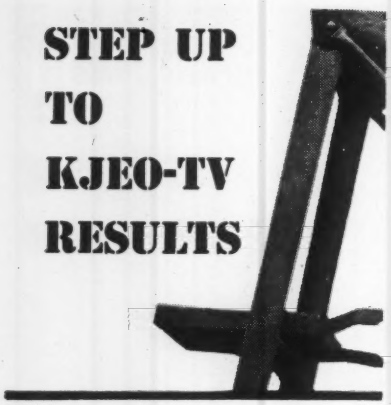
934 CHARTER STREET • REDWOOD CITY, CALIFORNIA

Offices and representatives in principal cities throughout the world.

AMPEX CORPORATION

professional products division

STEP UP TO KJEO-TV RESULTS



KJEO-TV—ABC for Fresno, California's $600,000,000 market—stepped up its metropolitan Nielsen rating a full 10% in its December 1959 survey over the corresponding 1958 period. 32% of the audience 6 to 9 p.m.—33% of the audience 9 p.m. to midnight.

In contrast, one of the other two stations in the market showed a static position with 1958, the other a decline.

Your HR representative will help you get your share of the stepping out and stepping up TV buy for 1960—KJEO-TV, Channel 47, Fresno.

KJEO channel 47

J. E. O'Neill — President
Joe Drilling — Vice President and General Manager
W.O. Edholm— Commercial Manager
See your H-R representative H-R

Disney's income up, profits down in 1959

Walt Disney Productions consolidated net profit for the fiscal year (53 weeks) ended Oct. 3, 1959, was $3,400,228, or $2.15 per share of common stock outstanding, as against a net of $3,865,473, $2.51 per share, for the year (52 weeks) ended Sept. 27, 1958, President Roy O. Disney said in his annual report to stockholders. Income for fiscal 1959 totaled $54,432,399, against $48,577,262 for the previous year.

Smaller margin of profit from some theatrical pictures, chiefly "Sleeping Beauty," and higher production costs on certain television product were the principal reasons for the falloff in earnings, the report explained. "Since September 1959 we have experienced a general softening in theatre attendance, not only in the United States, but also in most foreign markets where the increasing impact of television is creating the same sort of adjustment period which the motion picture industry has experienced in the United States."

Total tv gross income for the year was $9,639,687, a drop of $310,043 from 1958. Foreign tv revenue was $1,111,718, up from $1,060,254 for the previous year.

Ford Foundation lists 1959 etv expenditures

The Ford Foundation, which committed a total of more than $119 millions in new monies in fiscal 1959, allocated over $16.5 million to developing educational tv.

In its report covering the year ending in Sept. 30, 1959, the Foundation stated its largest etv grant was $5 million earmarked for general support over five years of the National Educational Television & Radio Center. The $5 million is in addition to previous grants totaling about $6.6 million. The Foundation speculated these grants should help bring the center to a point where it can support its program service by fees and funds from other sources.

The center, which acquires programming and contracts for production as well as assembling film, now distributes seven and one-half hours programming each week to 45 etv stations in the U.S.

To hasten etv station adoption of video-tape facilities the Ford Foundation granted center another $2,706,000 for the purchase of tv recording equipment, copying units and tape, while also provisioning affiliated stations with records and a year's supply of tape.

Other grants went to various school systems or colleges for experimental classroom teaching on tv. About $700,000 went to the *Continental Classroom* project on NBC-TV—$100,000 to study the course's effectiveness, and $600,000 for actually telecasting for a second year.

In new appropriations approved, the Foundation has set $6 million for airborne transmission of programs. The Foundation expects that 12 to 24 courses daily will be offered during the 1960-61 academic year over two narrow-band uhf channels and simultaneously on two conventional uhf channels. (From a base at Purdue U., programs would go to colleges and schools located in the Midwest). Twelve schools will be equipped to receive courses by narrow-band transmission and if results so "warrant," the experiment will be enlarged in the second year to include up to six channels permitting schools to receive up to 72 courses daily.

The Hagerstown, Md., closed-circuit tv experiment in public schools got $435,000 in the fiscal year and grants were made for classroom instruction by tv in school systems in the Boston, Sacramento, San Francisco, and Washington, D.C., areas.

O R A S N

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

Jan. 18-22, 25-27 (6:30-7 a.m.) **Continental Classroom.**

Jan. 18-22, 25-27 (11-11:30 a.m.) **Price Is Right,** participating sponsorship.

Jan. 18-22, 25-27 (12:30-1 p.m.) **It Could Be You,** participating sponsorship.

Jan. 18, 25 (10-11 p.m.) **Steve Allen Plymouth Show,** Plymouth through N.W. Ayer.

Jan. 19, 26 (9-9:30 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell and Sterling Drug through Norman, Craig & Kummel.

Jan. 19, 26 (9:30-10:30 p.m.) **Ford Startime,** Ford through J.W. Thompson.

Jan. 20, 27 (8:30-9 p.m.) **Price Is Right,** Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

Jan. 20, 27 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Jan. 21 (9:30-10 p.m.) **Ford Show,** Ford through J. Walter Thompson.

Jan. 22 (8:30-9:30 p.m.) **Pontiac Star Parade,** Pontiac through McManus, John & Adams.

Jan. 23 (10-10:30 a.m.) **Howdy Doody Show,** Continental Baking through Ted Bates.

Jan. 23 (10:30-11 a.m.) **Ruff & Reddy Show,** Borden through Benton & Bowles.

Jan. 23 (4:30-5 p.m.) **Racing From Hialeah,** Phillies Cigars through Wermen & Schorr.

Jan. 23 (7:30-8:30 p.m.) **Bonanza,** Liggett & Myers through Dancer-Fitzgerald-Sample.

Jan. 24 (8-9 p.m.) **Our American Heritage,** Equitable through Foote, Cone & Belding.

Jan. 24 (9-10 p.m.) **Dinah Shore Chevy Show,** Chevrolet through Campbell-Ewald.

Two-year tv contract adopted by NCAA

The outgoing television committee of the National Collegiate Athletic Assn. has recommended that a two-year contract be signed for 1960 and '61 covering the controlled telecasting of college football games. The committee indicated that a two-year pact could bring in as much as $5 million to participating colleges.

The proposal for a two-year pact highlighted a report submitted by the committee to the NCAA's 54th annual convention in New York. This recommendation was subsequently adopted.

The recommendations of the outgoing committee will be turned over to the 1960 tv committee, which will be formed shortly, NCAA officials said. The new committee will formulate a tv plan, which is not expected to differ significantly from programs of the last few years. The plan will be submitted for approval to the entire NCAA membership this spring.

In the past, the tv plan ran for one year. It has been the NCAA practice to limit a single college to two tv appearances, only one of which may be national, and to have all the eight NCAA districts represented on the national program.

The new NCAA tv committee will hold meetings for "all interested parties," shortly, including networks and advertising agencies. NBC-TV obtained the rights in 1959, and according to the 1959 tv committee report, paid $2.2 million for one year. The two participating colleges in each nationally telecast game divided $209,000.

New radio script service offered

A new radio program service, offering scripts for one-minute "Informacasts," is being marketed by Program Development & Research Corp., 33 W. 60th St., New York 33. The service is operated by Zang Golobe, vice president of Select Station Representatives, New York in association with Photography Publishing Co. (*Modern Photography* magazine).

The "Informacast" service is offered to one station in a market, and provides a basic library of 250 scripts plus a minimum of 50 new scripts each month during the subscription period. Prices, pegged on the station's rate card, range from $20 to $75 per month. The one-minute scripts cover such subjects as auto care, beauty, child care, taxes, cooking, gardening, etc. They can be used in the body of regular programming, as station breaks or sold as premium features.

*If circumstance lead me, I will find Where truth is hid, though it were hid indeed Within the centre.**

* *William Shakespeare "Hamlet"*

You can find the truth about TV viewing in the centre of Rochester. KROC-TV has 80% of the audience.

FOOD SALES: 75,708,000

KROC-TV NBC — **CHANNEL 10** — **ROCHESTER MINNESOTA**

Represented by Meeker Co.

G. David Gentling, gen'l. mgr.

yes, NO. 1 in DENVER

KBTV a CHANNEL 9

*13 of the Top Twenty programs are on KBTV!

Greatest share of audience from 3 P.M. to sign off!

Greatest number of homes reached from 3 P.M. to sign off!

The figures are in. They prove that great ABC-Television Network shows, powerful local programs, combine with KBTV's "Perpetual Promotion" to place Channel 9 in undisputed first place with Denver TV viewers.

HOW CAN YOU COVER THE DENVER MARKET WITHOUT KBTV?

*Nielsen Station Index for Denver November, 1959.

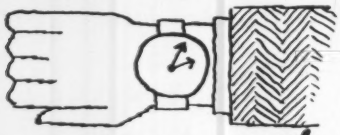
SEAL OF GOOD PRACTICE

KBTV THE FAMILY STATION / CHANNEL **9**

Call your P G W Colonel

Denver, Colorado
JOHN C. MULLINS, President
JOE HEROLD Station Manager

EVERY MINUTE



OF THE DAY*

MORE PEOPLE

(more men, more women, more teeners, more children)

IN SAN ANTONIO

ARE LISTENING TO

KONO RADIO
THAN TO ANY
OTHER STATION

*as computed by PULSE and by HOOPER!

Represented by
KATZ AGENCY

5000 Watts • 860 KC

KONO Radio

JACK ROTH, Mgr.

SAN ANTONIO, TEXAS

FATES & FORTUNES

Broadcast Advertising

MR. STAFFORD

• ROBERT W. STAFFORD promoted from executive vp to president of KNOX REEVES Adv., Minneapolis, succeeding WAYNE HUNT, who retires shortly. JAMES RAHDER, account supervisor, and THOMAS KILBRIDE, account executive, elected vps.

MR. FELDMAN

• CHARLES FELDMAN, vp in charge of copy department at Young & Rubicam, N.Y., named senior vp and creative director, continuing as head of copy department. Mr. Feldman joined Y&R as copywriter in 1931, was named copy director in 1942 and vp in 1956.

• ROBERT S. HOWELL, production supervisor with Compton Adv., Los Angeles division, appointed vp and manager of radio-tv programming and production.

• MICHAEL BARNETT, copy supervisor at Doherty, Clifford, Steers & Shenfield, N.Y., elected vp.

• RICHARD H. SIMPSON, member of merchandising department for past six years at Young & Rubicam, N.Y., appointed vp and director of that department in Chicago office, succeeding D.G. SCHNEIDER, who retired.

• JEROME WESTERFIELD, formerly vp and account suervisor at Henri, Hurst & McDonald, Chicago, to MacFarland, Aveyard & Co., that city, as account supervisor.

MR. STODOLA

• JOSEPH C. STODOLA, vp and creative director of Klau-Van Pietersom-Dunlap, Milwaukee advertising agency, appointed senior vp and member of executive committee. Mr. Stodola also is member of board of directors. He has been with firm for seven years.

• JAMES P. DELAFIELD, vp, sales and customer services, General Foods Corp., White Plains, N.Y., named to newly-created post of president and general manager of GF's International Div.

• THOMAS S. BUCHANAN, sales staff of Everett-McKinney, New York rep firm, named vp in charge of Chicago office.

• RALPH L. SELDEN, account executive and D. EDWARD RICCHIUTO, account manager at Hicks & Greist, N.Y., both elected vps.

• O. CEDRIC ROWNTREE, assistant to president, and CLIFFORD A. HOFFMANN, assistant treasurer, appointed executive vp and treasurer, respectively, of R. T. French Co., Rochester, N.Y. French produces spices, herbs, mustards and pet products.

• JANE DALY, formerly vp in charge of radio-tv at Earle Ludgin & Co., Chicago, appointed assistant to president on broadcast matters at Wade Adv. Inc., that city. She was with Ludgin for 15 years.

• MRS. JACKIE AGNEW WEST, associate creative director of Cunningham & Walsh, N.Y., named vp. Mrs. West, who joined agency in 1958, is also copy group head on Andrew Jergens cosmetics account. F. STANLEY NEWBERRY JR., formerly with McCann-Erickson for 14 years, joins C&W as vp and account supervisor.

MR. GROOME

MR. HEATH

• WILLIAM R. GROOME, assistant vp, and EDWARD P. HEATH, account executive on Colgate-Palmolive, both elected vps of Ted Bates & Co., N.Y. Mr. Groome joined agency in 1954 as assistant account executive and had previously been assistant advertising manager for Diamond Match Co. Mr. Heath joined Bates in 1957, and prior to that, was product manager for Monsanto Chemical Co.

• FREDERIC A. KUMMER, copy director, and LEON MITCHELL, production and traffic manager, named vps of Houck Advertising, Roanoke, Va.

• KENNETH W. DRAGER, account executive with Bob Betts Adv., Denver, partner in firm with its incorporation as Betts-Drager Inc., with offices at 655 Broadway Bldg.

• CLAIR GROSS, director of radio-tv media department for Bozell & Jacobs, Omaha, Neb. advertising agency, appointed vp.

• ROBERT E. STUART, formerly with CBS Tv Film Sales Dept., Dallas, rejoins Clark R. Browne Co., rep firm that city, as manager of New Orleans

office. He previously was with CRB from 1954 to August 1959.

MR. SPITZ

• M.M. CRAIG SPITZ, formerly partner in firm of Allen, De St. Maruice & Spitz, San Francisco, to Victor A. Bennett Assoc., New York advertising agency, as western manager and head of new San Francisco offices.

• FRANK C. MEUNIER appointed head of Mobil Oil Co.'s newly-created Products Promotion department with offices in Los Angeles. Mr. Meunier formerly was advertising and sales promotion manager for Gen. Petroleum Corp., which became part of Mobil Oil this year.

• RONALD M. GREINER, formerly assistant national advertising manager-print media, Borden Co., N.Y., to John F. Murray Adv., that city, as media executive.

• DAVID ELLIOT, formerly vp of Dunay, Hirsch & Lewis, N.Y., to Kudner Agency, that city, as account executive.

• JOHN E. SULLIVAN, assistant account executive at Donahue & Coe, N.Y., named account executive on Tri-Nut Margarine.

• DR. NORMAN YOUNG, formerly director of research at Mogul, Williams and Saylor, N.Y., to Ted Bates & Co., that city, as medical research director.

• NELSON GROSS, formerly director of U.S. advertising for Max Factor Co., Hollywood, has left company.

• ROBERT KAHL, vp in charge of marketing, Borden Foods Co., N.Y., named chairman, Advertising Research Committee of Assn. of National Advertisers, succeeding GRAY PLAYTER, manager, advertising research, Armstrong Cork Co., who continues to serve on committee.

• HOWARD DAHMS joins Advertising Associates of Philadelphia as copy supervisor and client contact.

• DON TENNANT, vp at Leo Burnett Co., elected president of Chicago Copywriters Club. Other officers: ED MCAULIFFE, Needham, Louis & Brorphy, vp; ARLENE CULLEN, J. Walter Thompson Co., secretary, and BILL SANDLO, Foote, Cone & Belding, treasurer.

• LOUIS SILBERMAN, formerly Eastern sales manager of American Metals Specialty Corp., N.Y., to Bayshore Industries (toys, games, rubber masks), Elkton, Md., as sales manager.

The Media

MR. SCHNEIDER

• ALFRED R. SCHNEIDER, executive assistant to president of CBS-TV since 1958, appointed vp in charge of administration, ABC-TV. Mr. Schneider, member of American Broadcasting-Paramount Theatres Inc., legal department 1952-54, was promoted to assistant director, business affairs, ABC-TV, and in 1955 joined CBS-TV as assistant to director of business affairs.

MR. BURKE

• HARRY D. BURKE, formerly general manager and film buyer of KODE-AM-TV Joplin, Mo., appointed vp and general manager of WRGP-TV Chattanooga, Tenn. D.T. KNIGHT, sales manager of KODE-AM-TV, succeeds Mr. Burke.

• JEROME A. BARNES, program manager at WWLP (TV) Springfield, Mass., named vp, programming. He will be responsible for all programming of Springfield Television Broadcasting Corp.'s stations, which include WRLP (TV) Greenfield and WWOR-TV Worcester, both Massachusetts. JOHN FERGIE, station manager, WRLP (TV) named vp in charge of that station and translator operations.

MR. CARINO

MR. GUILLERMAN

• LARRY CARINO, acting manager of WWL-TV New Orleans, appointed general manager. He previously was general manager of KTNT Tacoma, Wash. MAURICE J. GUILLERMAN, national sales manager, promoted to general sales manager of WWL-TV.

• WILLIAM H. LYNN JR., formerly director of program planning at McCann-Erickson, N.Y., to ABC-TV Hollywood, as director of program development and supervision, Western Div. CARMINE PATTI, account representative, station clearance, for ABC-TV, N.Y., appointed regional manager, station relations department.

• ROGER COLEMAN appointed assistant general manager of WGIL Galesburg,

A man trying to sell an ivory-handled dorsalruffer* told of its lasting qualities; who invented it, where to buy it, and what it cost. At the end of the day, he hadn't sold a single dorsalruffer, so he threw it by the side of the road and went home.

Along came Sam, who knew the power of DEMONSTRATION. He drove his wagon to the nearest junction, where he could reach the most people. There he demonstrated the dorsalruffer and took a tabletful of orders. Today his dorsalruffer factory supports him royally on a yacht near Nassau.

*Backscratcher.

For concentrated impact and undivided attention, demonstrate on TV. To sell in Kansas, buy **KTVH**, with unduplicated CBS coverage in Wichita and 14 other important Kansas communities.

BLAIR TELEVISION ASSOCIATES
National Representatives

CBS
KTVH
KANSAS
■ WICHITA AND HUTCHINSON ■

Ill., succeeding GEORGE DONALDSON who resigned.

• ED FILION, vp and general sales manager of Meeker Co., N.Y., transfers to San Francisco office as vp in charge of West Coast operations. Mr. Filion is succeeded in his former position by CHARLES E. STANDARD, eastern sales manager. Other Meeker appointments, New York office: ROBERT L. DUDLEY, account executive, named director of station relations and sales development; JOHN B. DALTON, and JOHN C. KREITE, named to sales staff.

MR. PATRICK

• VAN PATRICK, play-by-play announcer for Detroit Tigers (baseball) and Detroit Lions (football), appointed sports director of Mutual Broadcasting System. He succeeds FRANK IRWIN who becomes administrative assistant to network president.

• JAMES E. BAILEY, on leave of absence from Storer Broadcasting Co., named managing director of WJW Cleveland, succeeding PAUL E. MILLS who resigned. Mr. Bailey formerly was managing director of WAGA Atlanta, Ga., Storer station sold last year.

Storer names

MR. MCCARTHY

DEAN MCCARTHY, operations manager of WITI-TV Milwaukee, named director of quality control of Storer Broadcasting Co. with headquarters in Miami. Mr. McCarthy's appointment closely follows announcement of Storer President, George B. Storer, that company was instituting independent department to conduct review of program content of its five tv and seven radio stations. GLENN BOUNDY JR., national sales service manager of WJBK-TV Detroit, SBC affiliate, named to succeed Mr. McCarthy at WITI-TV.

• BILL MAPES, vp and general manager of WOWL Florence, Ala., appointed executive vp and general manager of WOWL-AM-TV. JACK WORLEY, commercial manager of WOWL-TV, named station manager.

• EDWARD KENEFICK, formerly account executive with WCBS-TV New York, to WBBM-TV Chicago as general sales manager.

• WILLIAM HOHMANN, formerly director of sales promotion and advertising for CBS-owned WBBM-TV Chicago, to CBS-TV Spot Sales, N.Y., as director of sales promotion and research. He succeeds W. Thomas Dawson, recently named vp, advertising and promotion for CBS Radio (WEEK'S HEADLINERS, Jan. 11).

MR. SMITH

• EDWARD G. SMITH, formerly Chicago director of ABC Radio Network, appointed Pacific Div. Administrator of NBC Dept. of Standards and Practices. Previously, he was general manager of WTVH (TV) Peoria and WEEQ-TV La Salle, both Illinois.

• DAN BELLUS, general sales manager of KFMB-AM-FM San Diego, Calif., promoted to Transcontinent Television Corp.'s New York office where he will work with vp of sales. TTC owns KFMB. VIRGIL CLEMONS succeeds Mr. Bellus. DALE EYMAN, formerly with WSOY Decatur, Ill., joins KFMB sales staff.

MR. FIELD

• LAWRENCE FIELD, formerly general sales manager, MBS, named executive vp of Northwest Schools (home study-resident training school) New York headquarters. Mr. Field previously was sales manager of Edward Petry Co., that city.

• GEORGE R. RUPPEL resigns as vp and treasurer of RKO General Inc. He has been associated in executive financial capacities with RKO and its former Mutual Network subsidiary for past 15 years. His future plans have not been announced.

• GLENN D. LOCKHART, formerly general manager of KAFY Bakersfield, to KACY Oxnard-Ventura, both California, as vp and general manager.

• MARTIN ROSS, formerly program manager of WPTR Albany, N.Y., appointed assistant general manager. Mr. Ross earlier (BROADCASTING, Jan. 11) was incorrectly identified as being connected with WTRY Troy, N.Y.

• C.L. (CHICK) DOTY, formerly with WCPO-AM-TV Cincinnati as account executive, sales director and program director, to WASI, that city, as national sales manager.

High profit potential **MIDWESTERN 5000 WATT INDEPENDENT.** Top station in competitive market. Good dial position. Under-financed ownership creates attractive price of $125,000 with good terms.

PROFITABLE MIDWESTERN DAYTIMER which must be sold by January 31st. Annual gross averages close to $75,000 for last several years. Price is $95,000 with $28,000 down payment. This a good property for an owner-operator.

HAMILTON-LANDIS & ASSOCIATES, Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

WASHINGTON, D.C.	CHICAGO	DALLAS	SAN FRANCISCO
Roy V. Hamilton	Richard A. Shaheen	DeWitt 'Judge' Landis	John F. Hardesty
1737 DeSales St. N.W.	1714 Tribune Tower	1511 Bryan Street	111 Sutter Street
EXecutive 3-3456	DElaware 7-2754	RIverside 8-1175	EXbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

• RAYMOND J. SCHROEDER, chief engineer for KMTV (TV) Omaha, Neb., named vp in charge of Engineering for May Broadcasting Co., which also operates KMA Shenandoah, Iowa and KFAB-AM-FM Omaha. WALLY SCHWENSTER, assistant chief engineer succeeds Mr. Schroeder. GLEN KLEIN assumes latter post.

• SHEL SINGER, production manager for KRDO-AM-TV Colorado Springs, appointed manager of KRDO.

MR. FRIEDMAN

• MAX FRIEDMAN, with sales staff of H-R Representatives, N.Y., named eastern sales manager. He had previously been account executive at WOR-TV New York. Mr. Friedman's earlier background includes positions as national sales manager, Iowa Tall Corn Network, and co-founder of Des Moines ad agency (Friedman & Meneough).

• CHARLES K. CHRISMON, chief engineer of WHOO-AM-FM Orlando, Fla., named general manager of WHOO-FM.

• BOB VILLAR, local-regional sales manager of WSFA-TV Montgomery, Ala., appointed commercial manager.

• HILLIS BELL, formerly account executive with KAKC Tulsa, Okla., named sales manager of KIOA Des Moines, Iowa.

• AL RACCO appointed local sales manager of KLAC Los Angeles. He has been with station since 1952 except for brief period when he was sales manager of KRUX Phoenix, Ariz., and account executive at KNX Los Angeles.

• MARTY CONNELLY, account executive with KTLA Los Angeles, appointed manager of station's new San Francisco office.

• EDWARD J. DEGRAY, president, ABC radio network, N.Y., named chairman, national radio committee for Brotherhood Week (Feb. 21-28), under sponsorship of National Conference of Christians and Jews.

• DALE R. WOODS, formerly owner-manager of KUEN Wenatchee, Wash., to Radio Advertising Bureau as regional manager, member service department.

• IRENE E. MORAN, assistant pr director of WOR-AM-TV New York, appointed radio-tv coordinator for Maurice Feldman, New York pr counsel.

• BILL FAGEN, assistant program director assigned to sales liaison at WFBM-TV Indianapolis, appointed sales service director.

Newsmen elect

LEWIS W. SHOLLENBERGER, associate director of public affairs department of CBS News Washington, elected president of Radio & TV Correspondents' Assn. for 1960. Others elected: ANN CORRICK, Westinghouse Broadcasting Co., vp; JOHN SECONDARI, ABC secretary; ELMER W. LOWER, NBC, treasurer; CHARLES E. SHUTT, Telenews; LESLIE W. HIGBY; Les Higby & Assoc., and JOHN R. CORPORON, WDSU New Orleans, all named delegates at large and members of executive committee. New officers, who also serve as governing body for House and Senate radio-tv galleries, will be inducted Feb. 27 at association's annual dinner at Statler-Hilton hotel in Washington.

• MAL EWING, manager of KPRQ Riverside, Calif., and sales manager for Imperial Broadcasting System, appointed account executive with KNX Los Angeles and CRPN sales department.

• KARL PECKMANN JR., account service representative, radio sales service of ABC, N.Y., and WILLIAM MARSHALL KEELING, formerly account executive, NBC, both named account executives at ABC.

• B.P. (TIM) TIMOTHY, former owner of KMBY Monterey, Calif., to MBS, Chicago, as account executive. He was previously with Avery-Knodel as secretary, board member and director of Chicago operations.

• ROBERT A. O'BRIEN joins WOL Washington as account executive.

• WALT KAY joins WTTG (TV) Washington as account executive. He formerly was vp and general manager of Continental Radio Broadcasting Co., which owns WARL Arlington, Va.

• JAMES H. MCKNIGHT, formerly account executive at WGAN-TV Portland, Me., to WFGA-TV Jacksonville, Fla., in similar capacity.

• STERLING BARLOW, formerly sales representative with WNOB (FM) Cleveland, to KWY, that city, in similar capacity.

• ROBERT B. JACKSON, assistant controller, Space Technology Labs, joins CBS-TV, Hollywood, in similar capacity. He will function as chief financial officer of the network's Pacific Div.

• JERRY CHAPMAN, formerly of WIRE Indianapolis, to WFBM, that city, as promotion manager. KEITH C. STRANGE, assistant promotion and pr manager of WFBM-TV, appointed promotion manager. PHIL SMITH, projects supervisor, named promotion manager of WFBM-FM-Muzak.

• KURT WEIHS, staff artist, CBS-TV sales promotion and advertising, N.Y., named associate art director of that department.

• MORTON A. SLAKOFF, formerly merchandising manager of WFIL-AM-FM-TV Philadelphia, to WNTA-AM-FM-TV Newark, N.J., in advertising and sales promotion department.

• JOHN C. BURPEE, formerly publicity director of WOOD-AM-TV Grand Rapids, Mich., named program manager of WJAR-AM-TV Providence, R.I.

• J.H. (KEN) CORBITT, formerly director of promotion and publicity for WTVD (TV) Durham, to WIST Charlotte, both North Carolina, as director of sales promotion. HERB BERG, formerly general manager of WWOK Charlotte, joins WIST as account executive.

• CHARLES P. HOOVER, formerly with WTAM Cleveland, appointed director

of programming and production for WKBZ Muskegon, Mich.

• GENE ROBINSON, manager, and NEG MONET and JOHN CASEY, salesmen, all formerly with KOLO Reno, Nev., and JOHN MACKAY, formerly program director at KHOE Truckee, Calif., join KONE Reno in similar capacities.

• JAY DUNN, production manager of WHIM Providence, R.I., appointed program director.

• BERT SHIMP, 17-year veteran in many capacities at WSAZ Huntington, W.Va., resigns to go into banking.

• RUTH E. THOMPSON, formerly publicity-promotion director for WOV New York (now WADO) to American Foundation for the Blind, that city, as media specialist.

• HARRY MONROE, news editor of WRVA, Richmond, Va., elected president of newly-formed United Press International Broadcasters of Virginia. Others elected: TOM BUCKLEY, manager of WBRG Lynchburg, vp; JOHN WILSON, manager of WFLO Farmville, secretary; TOM BRADSHAW, WLOW Norfolk, EARL KEY, WKEY Covington and MEL LEVINE, WROV Roanoke and WEET Richmond, all named directors.

• DOUG DUPERRAULT, formerly with WTAR-AM-TV Norfolk, Va., to WFLA-AM-FM-TV Tampa, Fla., as promotion manager.

• ROBERT E. DRAUGHON, formerly promotion assistant with KTUL-TV, Tulsa, Okla., appointed sales promotion manager of KTUL-AM-TV and KATV (TV) Little Rock, Ark., succeeding CHARLES E. LARKINS who resigned. All are John T. Griffin Stations.

• J. SYDNEY KING appointed manager of public service and special events for WBAL-AM-TV Baltimore. Mr. King, previously with WBAL from 1949-1957, has been advertising manager for Baltimore concern for past two years.

• ROBERT HOLMES, formerly pr director for Suffolk County (N.Y.) Republican Committee, appointed director of news and special events for WBAB Babylon, N.Y.

• DAN FOWLER, formerly with *Look* magazine, to production staff of KTTV (TV) Los Angeles.

• ARTHUR ADAMS, formerly air personality with KNOB (FM) Long Beach, to KPFK (FM) Los Angeles, both California, as newscaster.

• KEITH MORRIS, formerly air personality with WCUE Akron, to KYW Cleveland, both Ohio, in similar capacity.

• BOB FURRY, formerly air personality with KRUX and KTAR, to KPHO, all Phoenix, Ariz., in similar capacity.

• BOB DEAN, formerly with Beneficial Finance Co., Chicago, joins WGL Ft. Wayne, Ind., as air personality and announcer.

• BILL BENNETT, formerly air personality with KFRC San Francisco, rejoins WDGY Minneapolis-St. Paul in similar capacity. He was with WDGY from 1956 to 1959.

• BUDDY WEBBER, formerly air personality with KGO and DAVE WILLIAMS, formerly air personality with KSAY, both San Francisco, to KVI Seattle, Wash., in similar capacities.

• RALPH PAUL and JIM HUMMEL, formerly air personalities with KUDY Littleton, Colo., and WMAV East St. Louis, Ill., respectively, both to KICN Denver in similar capacities.

• JIM RAYNOR, formerly with WOKO Albany, N.Y., to WDRC Hartford, Conn., as announcer.

• DONALD S. RIGGS, formerly air personality with WBNS-AM-TV Columbus, Ohio to KDKA-TV Pittsburgh, in similar capacity.

• BILL BRADLEY, formerly air personality with KTLA Los Angeles, to KDAY, that city, in similar capacity.

• CARL HENNES named traffic and continuity supervisor of WBRC-TV Birmingham, Ala., succeeding ERDELL JOHNS HART who resigns Feb. 1.

• MRS. KAREN ROHWER, formerly promotion manager of WOI-TV Ames, Iowa, to KMSP-TV Minneapolis-St. Paul, in similar capacity.

• BOB EDWARDS, formerly news director of KBRZ Freeport, Tex., joins WAVY-AM-TV Norfolk-Portsmouth, Va., as newscaster.

• GUY SAVAGE, formerly sports director of KXYZ, to KTRK-TV, both Houston, Tex., as sportscaster.

• ANDY LANE, formerly technician with KSFO San Francisco, to KBVM Lancaster, Calif., as air personality and salesman.

• PHILLIP I. MYERS, formerly administrative assistant at CBS-TV network Hollywood, to General Telephone, Santa Monica, Calif, as pr representative.

• RICHARD ASHBY, associate producer in public affairs department of KNXT (TV) Los Angeles, resigns to fulfill contractual obligations with Chilton Publishers, Philadelphia.

• DICK KAREL, formerly with WSAU-AM-TV Wausau, to WSPT Stevens Point, both Wisconsin, as news director and air personality. RON KRAUSS, formerly of WQFM (FM) Milwaukee, named program co-ordinator of WSPT.

• ED FLEMING, newscaster for KNXT (TV) Los Angeles, resigns effective March 4.

• ERIC ADAMS, formerly announcer and newscaster with KROC-AM-TV Rochester, N.Y., to KETV (TV) Omaha, Neb., as newscaster.

• RICHARD D. LANE, formerly account executive at WAIT Chicago, to American Research Bureau, that city, as midwest agency sales manager.

• ROD TOMBERLIN, air personality with WLOS Asheville, N.C., named program director.

• BARRY BARENTS appointed news director of WKNB West Hartford, Conn., in addition to duties as newscaster with WNBC (TV) that city.

• SAMUEL H. TAYLOR joins news staff of WBAP-TV Fort Worth, Tex.

• GLORIA CHANDLER, supervisor of public services and education for KGW-TV Portland, Ore., named western vp of American Women in Radio and Tv, filling unexpired term of JOSEY BARNES of KTVT (TV) Salt Lake City (now KCPX-TV).

Programming

• SIDNEY KRAMER, director of foreign distribution for National Telefilm Assoc., elected vp in charge of foreign sales.

• WILLIAM E. HARDER appointed vp in charge of production; EDWARD E. KATZ, vp-controller, and FREDERICK B. FOSTER, vp-sales manager at Fred A. Niles Productions, Chicago-based film firm.

• BOB MCCAHON, formerly director with Filmways, N.Y., to Robert Lawrence Productions, that city, as staff director of tv commercials and member of creative plans board.

• MAX K. CALLISON, vp and national sales manager of Capitol Records Distributing Corp., resigns posts but will remain with company in yet-to-be-determined capacity.

• LEE TREDANARI, director for CBS-TV's *Jimmy Dean Show*, joins staff of network's *Person to Person* program. He had previously been with NBC.

• CURLY BRADLEY, radio acting personality, signed by Lukas Film Productions as account executive.

Equipment & Eng'ring

• MATTHEW L. DEVINE, partner in management consultant firm of Cresap, McCormick and Paget, elected president of Amphenol-Borg Electronics Corp, Chicago. ARTHUR J. SCHMITT, founder, board chairman and outgoing president, continues as chief executive officer. Mr. Devine has been director of Amphenol-Borg (cables, connectors, antennas, radio components) since April 1956.

• HENRI BUSIGNIES, president of International Telephone and Telegraph Laboratories, named vp and general technical director of parent company. He is succeeded in his previous capacity by I. NEVIN PALLEY, formerly senior vp of Temco Aircraft Corp., Dallas, who will also take over as president of IT&T Federal Div., manufacturing arm of IT&T.

• W.S. LOWRY, JACK L. HUNTER and H.W. BRACKEN, all named regional merchandising managers for General Electric's tv receiver department. Messrs. Lowry and Bracken will establish new sales office in San Francisco and Atlanta, respectively. Mr. Hunter will headquarter in Syracuse, N.Y.

• FRED R. RAACH, formerly partner, Robert Heller & Assoc., Cleveland, (management consulting firm), to Radio Corp. of America as staff vp, management engineering, with New York and Camden, N.J., offices.

• GUSTAV B. MARGRAF, general solicitor of Reynolds Metals Co., Richmond, Va., appointed vp. He previously was vp of NBC from 1948-1955.

• DR. RAYMOND H. WARNER JR., co-inventor of field-effect tetrode and current-limiting diode, named chief engineer of Semiconductor Div. of Motorola Inc., Phoenix, Ariz.

• THOMAS C. CLARK, marketing manager of Houston Fearless Corp., named to head new Los Angeles office of company.

• PETER G. SMEE, microwave engineering specialist for General Electric Co., appointed manager of microwave systems Design for GE's Communication Products Dept., Lynchburg, Va. ELMER W. HASSEL named manager of tone signalling and filter design engineering.

• HUGH B. WRIGHT, formerly chief engineer of E-Z Towers and general manager of E-Z Erectors, both Tampa, Fla., (companies engaged in design and construction of antenna towers), to Jerrold Electronics Corp., Philadelphia, as facilities engineer. Jerrold specializes in manufacture of tv cable distribution systems.

• DR. LAWRENCE W. VON TERSCH, head of electrical engineering department, Michigan State U., elected president of National Electronics Conference for 1960. Other officers named for NEC meeting, to be held in Chicago's Sherman Hotel Oct. 10-12, are: JOSEPH J. GERSHON, DeVry Technical Institute, executive vp; JAMES H. HOGEN, GPE Controls Inc., secretary; DR. HAROLD E. ELLITHORN, Notre Dame, treasurer, and ROBERT J. PARENT, U. of Wisconsin, assistant treasurer.

• JOHN P. SHIPLEY appointed sales representative for RCA's Broadcast and Television Equipment Div. He will cover Michigan territory and will headquarter in Detroit.

International

MR. PEARSON

• JOHN E. PEARSON, sales manager of Independent Television Corp. Ltd., Canada, appointed general manager. Mr. Pearson previously was sales representative for Sterling Films Ltd., and in sales and production with CKCW-TV Moncton, New Brunswick.

• VERNON BURNS, managing director, National Telefilm Assoc., London, named vp in charge of European operations. He became affiliated with NTA in 1954, when he became its United Kingdom representative through his own firm, Television Programmes (distributors) Ltd., and joined NTA staff in 1957.

• R. LOUIS BURGE, farmer and produce dealer of St. Peters, Prince Edward Island, and LESLIE M. MARSHALL, businessman of St. John's, Nfld., both named to Canadian Board of Broadcast Governors. They replace ROBERT S. FURLONG of St. John's, Nfld., appointed chief justice, and J. DAVID STEWART, Charlottetown, P.E.I., elected to provincial legislature.

• A. M. (BERT) CAIRNS, formerly manager of CFAC Calgary, Alta., to CHCT-TV, that city, as vp and general manager.

• LARRY HENDERSON, formerly national newscaster of Canadian Broadcasting Corp., Toronto, to CHFI-FM Toronto, Ont., in similar capacity.

Government

• THOMAS B. FITZPATRICK, attorney in FCC Hearing Div. since 1954, appointed assistant chief of division, succeeding DAVID I. KRAUSHAAR who was named hearing examiner. Mr. Fitzpatrick has been with FCC since 1950.

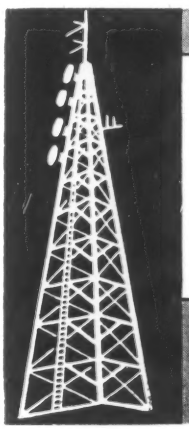
Deaths

• DR. MILLER MCCLINTOCK, 65, one-time MBS president and board member of Muzak, died Jan. 10 in Scarsdale, N.Y. Dr. McClintock headed Mutual from 1942 to 1944. Previously he was director of Advertising Research Foundation in 1933 and in 1942 joined Advertising Council as executive director. He also was board member of and consultant to Encyclopedia Britannica Films and board member of Associated Muzak in 1945-46.

• WAYNE W. TEETER, 42, account executive with WGN-TV Chicago, died Jan. 5. Before joining station five years ago, he held similar position with WCFL, that city.

• CLYDE M. GEARY, 52, with engineering staff of WFBM Indianapolis, died last week following brief illness. He spent entire career with station.

• HARRY D. ADAIR, 67, president of Metropolitan Adv. Co., N.Y., died in Teaneck, N.J. Jan. 6. He had been with Metropolitan for almost 40 years.



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THERMOPLASTIC RECORDING SHOWN

Experimental GE system draws big audience; vtr folk skeptical

General Electric Co. introduced its experimental thermoplastic recorder in New York last week.

GE drew some 200 observers, made up of newsmen, engineers and representatives of technical journals, to present its first public demonstration of a laboratory experiment using the principle of tpr (BROADCASTING, Jan. 4).

Tpr's inventor, Dr. William E. Glenn of GE's research laboratory, handled the demonstration. Using the principles of the system, he recorded a tv sequence in an off-the-air pickup and then used an 8mm projector to play back the images on a screen. The effect was to gain an apparent quality of an early-history kinescope.

GE officials emphasized that tpr is experimental and that it must be developed still further before becoming commercially applicable.

Video Only Shown • Audio was not recorded in the demonstration, but Dr. Glenn said sound and video could be recorded simultaneously.

A few methods are indicated to record the audio, he said, among them adding another electron gun that would place a single track on the edge of the film modulated in the same manner as the visual. Another would be to use the same gun as that employed to record video. There were still other possibilities, he observed.

The tpr system combines the processing speed and much of the versatility of magnetic recording and the storage capacity of photography while offering "some advantages over both of these recording systems", GE said.

Thermoplastic recording already is able to concentrate "100 times as much information in a given space as can magnetic recording, and it has the potential for still greater concentration," Dr. Guy Suits, GE vice president and director of research, reported.

As in photography, tpr has the advantage of near instantaneous recording and can produce pictures either in color or in black and white, but does not require the chemical processing needed by photographic film, it was explained. Dr. Suits also said tpr can be erased and re-used as desired.

GE hailed its device as having potential revolutionary effects in the electronic industry. Earlier reports had indicated that tpr at some date in the future—now judged to be perhaps a few years away—would become a more advantageous system for tv recording than video tape recording.

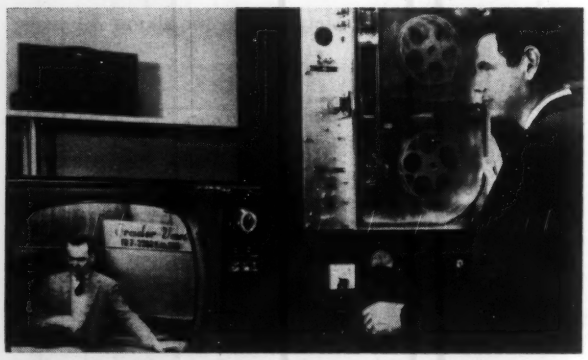
Impact Disclaimed • Audio Devices Inc., New York, a magnetic tape manufacturer, stated last week, however, that its program for developing "superior magnetic tapes for video recording" would not be affected by the GE announcement of tpr. Neither sales nor production would be challenged, the Audio Devices statement indicated, "and we also believe it [tpr] will not replace most magnetic recording, even in the future."

C.J. Lebel, Audio Devices' vice president, said tpr lacks the "dynamic range of magnetic video tape" and noted it was limited because of a need for a high vacuum chamber "which will keep it from most applications."

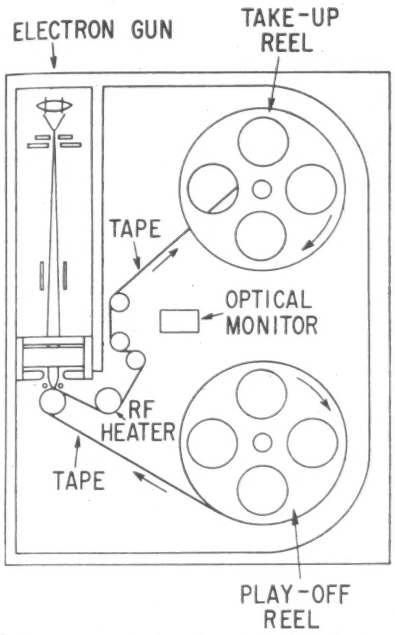
Ampex Corp., Redwood City, Calif., reaffirmed its earlier statement that tpr would not hurt vtr even in the long run (AT DEADLINE, Jan. 4). Magnetic recording "continues to offer the most lasting, efficient, economical and practical method for recording and reproduction of television pictures and other data," according to Ampex President George I. Long Jr. He continued:

"The thermoplastic process, like other experimental recording devices, has potential advantages as well as disadvantages and its future applications have been, and will continue to be, under study by Ampex. Since memory devices are our basic product, we are vitally interested in all technological advances in this area, and our own research is continuing to explore the various possibilities which appear to have potential. When improved techniques become economically practical, they will be incorporated in our product line.

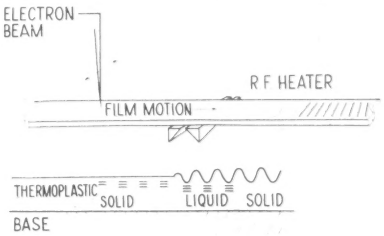
"It was stated in the [GE] announcement . . . , regarding the thermoplastic process, 'considerable work must still be done before commercially practical equipment can be made available'. Magnetic recording continues to offer the most lasting, efficient, economical, and practical method for the storage and retrieval of scientific, military, and business data, as well as for the recording and reproduction of television pictures and stereophonic sound. The art of magnetic recording is still in its infancy, and in our research programs at Ampex, we foresee significant developments which will increase data packing density, reduce size of equipment and extend applications, assuring a growing market for magnetic recording in the future."



Thermoplastic recording for tv • General Electric Research Lab.'s Dr. William E. Glenn operates his new invention, recording the tv program shown on the receiver at left. The thermoplastic recorder "melts" the tv signal into a series of minute wrinkle patterns in a plastic coated tape. It can be played back electronically or optically. In the picture at the right, Dr. Glenn projects the "tape" optically onto a regular movie screen using a movie projector adapted for the purpose. Since it's still experimental, the sound track is not added. It would be along tape edge.



GE recorder • Here's schematic of the thermoplastic recorder, showing tape running under electron gun where picture is etched as wrinkles in tape, then "cooked" by a radio-frequency heater. Tape also can be un-wrinkled or erased, then re-recorded.



GE tape • This is roughly what happens to the plastic film "tape" as it passes from electron gun over rf heater for wrinkle "cooking." Tape can be played back either electronically or optically immediately after recording.

Visual editing • When practically developed for tv use, GE's thermoplastic tape could be edited visually, an advantage claimed over non-visual tv magnetic tape. Here, GE's tape, under paper clip, displays one-quarter inch frames of its recorded picture.

Bell & Howell merger

The merger of Bell & Howell with Consolidated Electrodynamics Corp. was approved last week in separate meetings at B & H Chicago and CEC Pasadena (Calif.) headquarters and announced by Charles H. Percy, B & H president, and Philip S. Fogg, head of the West Coast firm (electronic analytical instruments). It calls for CEC to become a subsidiary of Bell & Howell and was accomplished through an exchange of stock which, based on current market prices, involves over $40 million.

During 1959, it was estimated combined sales of B & H and CEC reached over $100 million. Bell & Howell sales rose from $13 million in 1949 to over $60 million last year.

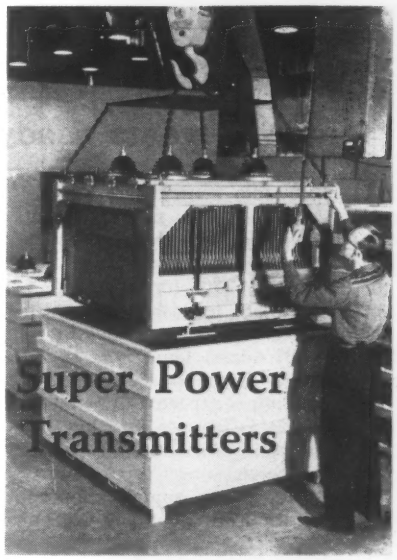
• Technical topics

Non-bleed tape • Robins Industries has announced the development of a non-bleed splicing tape with permanent holding qualities and uniform thickness. The new tape, 1.5 mil thick, will be merchandised in convenient ½ x 100 inch rolls and will retail at 50 cents each. Further information may be obtained from Robins Industries Corp., 36-27 Prince St., Flushing, N.Y.

Mike stand • Riley Machine Corp., Youngstown, Ohio, is manufacturing a new desk-type mike stand in four models to fit all microphones. The Satellite Mike Stand, according to the manufacturer, features a porous chrome finish, which retards rust and won't reflect lights, and nylon-tipped legs to eliminate movement squeaks. Retail price is $18.95.

Gates turntable • Gates Radio Co., Quincy, Ill., announces new three-speed, 12-inch professional transcription turntable (Model CB-77), designed for use in single-chassis floor cabinets or new dual 12-inch turntable cabinets. In operation, the drive works away from the usable playing surface of the record and any vibration or rumble pushes against center bearing instead of pulling away as in outer-rim drive turntables. Among features: a 600 rpm hysteresis synchronous motor. Chassis size: 16 by 16 inches.

In the black • Nems-Clarke Co., Silver Spring, Md., a division of Vitro Corp. of America, has concluded what it claims is the most profitable year in its history. Sales for 1959 were $7,321,545 representing a 51% increase over the previous year's total. The dollar volume was aided by contracts for electronic navigation and communications equipment for the Federal Aviation Agency.



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NINE COVET TORONTO'S CH. 9

Radio interests ready for March 9 hearing

Toronto radio stations are strongly represented among the nine applicants who filed papers with the Department of Transport, Ottawa, Ont., by deadline date Dec. 31, 1959, for a potentially lucrative ch. 9 television station at Toronto. Hearings are to be held by the Board of Broadcast Governors at Toronto starting March 14. A second station at Toronto is expected to be on the air by year-end. Toronto now has only one tv station, CBLT (TV) of the Canadian Broadcasting Corp., on ch. 6.

CFRB Toronto is applying through the Rogers Radio Broadcasting Co. Ltd.

CKEY Toronto, is applying through Consolidated Frybrook Industries Ltd., which is owned by Jack Kent Cooke, who also owns CKEY.

CFCH Toronto, is represented by owner-sportscaster Foster Hewitt, one of a group represented by Baton Aldred Rogers Broadcasting Ltd. Joel Aldred, well-known Canadian commentator and commercial announcer on U.S. programs, is president of this applicant company, with John Bassett, publisher of the *Toronto Telegram,* evening daily, as chairman.

Spencer W. Caldwell, Toronto CBS film distributor and operator of a number of companies selling equipment and producing commercial films, is applying on behalf of a company to be formed for operating a station.

CHCH-TV Hamilton, Ont., is represented in a group of industrialists and the Southam newspaper chain, applying for a license through Toronto lawyer Henry Borden.

Outside Interests • British television is represented in two groups. One group is headed by Maclean-Hunter Publishing Co., Toronto, largest magazine publishers in Canada. Association Television, London, is associated with this group.

Granada Television, London, is associated with Upper Canada Broadcasting Ltd., Toronto, an applicant which numbers among its shareholders Toronto tv comedians Johnny Wayne and Frank Shuster.

The *Toronto Star,* evening daily, is applying through Beland Honderich, its editor-in-chief and vice-president.

The *Toronto Globe & Mail,* morning daily, is applying through John S.D. Tory, Toronto lawyer.

The Toronto television license is considered the most valuable tv property in Canada, as the Toronto area has the largest urban population concentration in Canada, has the most tv sets in Canada, has been acclimatized to tv for about ten years with Buffalo, N.Y., stations first appearing on Toronto area screens prior to the advent of CBLT in 1952.

ITA gets new tv

Although details about who will operate the new station were not disclosed, Britain's Independent Television Authority has received approval in principle for a new tv station at Brocklebank Fell, North Cumberland, to serve Dumfriesshire, Kirkcudbrightshire and Wigtownshire as well as the northwest of England. About 450,000 persons would be reached by the new station, to be located about 2½ miles from BBC's tv outlet at Sandale.

Swiss set increase

There are now 1,140,000 registered radio set owners in Switzerland according to official statistics released by the government. A total of 62,000 tv receivers was expected by year's end. Tv sets are expected to reach 90,000 by the end of 1960.

It was also announced that plans are underway to introduce additional license fees for multiple set owners. Swiss broadcasting operations are financed completely from license fees on individual sets. Annual income from this source is now over 36,000 Swiss francs.

Tv selector

Whether television programs should be announced in advance as adult or entire family fare, is under discussion by the Canadian Board of Broadcast Governors. The idea came up in meetings of the BBG and the consultative committee established with the Canadian Broadcasting Corp. and the Canadian Assn. of Broadcasters. In most Canadian provinces moving picture theatres must bill entertainment as adult or family fare. This same thought has come up for tv to aid parents in selecting tv programs for the younger members of the family. Canadian broadcasters feel they already have a responsibility to schedule these adult programs at times when children would normally not be viewing. They also point out that advertisers would not be happy to have their programs listed in advance in this way as it might limit the audience.

British labor unions oppose old films on tv

Officials of six British labor unions last week protested release of theatrical motion pictures to British tv. The unions, which have banded together to present their views, represent some 100,000 film industry workers.

Sir Tom O'Brien, general secretary of the National Assn. of Theatrical and Kine Employes and chairman of the Federation of Film Unions, advanced the theory that releasing feature films to tv would "be disastrous to the well-being of members of the film industry." He also said the public is entitled to see new material on television. Despite the fact that television companies would be spending money to secure the old films, he said, they would be "hardly spending a shilling making television films for television purposes."

British Tory Party plans probe of tv

The U.S. is not alone in its probes of tv. Peter Rawlinson, a Tory Party member of the British Parliament from Epsom, has announced that his party's radio-tv committee is undertaking a hearing of television today in that country. Witnesses will be called fom the Independent Television Authority, BBC and the entertainment trade unions.

Mr. Rawlinson said, "There is worry about the growing monopoly of commercial television, about who should get the third channel, about how the Television Act is working and whether it requires certain amendments."

Canadian set sales

Sales of television sets for the first 11 months of 1959 in Canada totaled 373,757 units, as against 390,312 in the same period in 1958, according to a report of the Electronics Industries Assn. of Canada. Radio receiver sales in this period totaled 550,683 units compared with 505,474 in 1958.

Most tv sets were sold in Ontario province, numbering 142,010, with Quebec province accounting for 85,866 sets and British Columbia for 31,422 units. Ontario residents also bought most radio sets totaling 250,609, with Quebec accounting for 130,815, and

British Columbia for 39,315 units. Included in radio sales in the January-November period were 97,243 transistor radios.

• Abroad in brief

Summer viewing • A presentation on summer television viewing is now under preparation by the Bureau of Broadcast Advertising, sales organization of the Canadian Assn. of Broadcasters. Survey material has been gathered from over 1,100 homes in 21 Canadian cities to show family holiday spending and activities and how much tv viewing they do. The survey is expected to be ready for presentation to advertisers and agencies early this year.

Regie's new Gotham office • Regie International, a French media group affiliated with several magazines and newspapers in Paris, as well as Europe No. 1, a commercial radio station, and Tele-Monte Carlo, a commercial tv station, has opened offices at 610 Fifth Ave., New York 20. Telephone: Judson 6-6559. The move was made as a result of increasing American interest in the European Common Market, according to a spokesman of the organization.

African 'first' • The National Council of Churches, N.Y., has reported the grant of a radio franchise by the Ethiopian government for a 50 kw station to be owned by the Lutheran World Federation and shared with the multi-sect Near East Christian Council on an "equal time" basis. In an announcement from Geneva, the Lutheran Federation's Africa radio project director, Dr. Siguard Aske, said this would be Ethiopia's first privately owned station. Site is not yet determined. The U.S. church council said it would raise funds for a second 50 kw transmitter and for five remote studios. A shortwave signal will be used to reach the Middle East and Africa and a medium wave locally.

New French language tv • Third Canadian Broadcasting Corp., French-language television station began broadcasting on Dec. 21, 1959 as CBAFT Moncton, N.B. The other two stations are CBOFT Ottawa, Ont., and CBFT Montreal, Que. The English-language microwave network recently opened to connect the Atlantic coast provinces with Montreal, will be used for a few hours daily to pipe programs from CBFT to CBAFT. A special French-language microwave network to the Atlantic coast region will be opened in January 1961. Until then CBAFT will use mostly film and kinescopes in addition to the short network French-language programs.

New Canadian stations • CKGM Montreal, Que., new 10 kw station on 980 kc., which went on the air on Dec. 7, is the first new English-language station in Canada's largest city in 14 years. Owner is Geoff Stirling, who is also majority shareholder of CJON-AM-TV St. John's, and CJOX-TV Argentia, both Newfoundland.

CJME Regina, Sask., began operations late in November with 1 kw on 1300 kc. J. Ellis is president of Midwest Broadcasters Ltd., owners of CJME, and Roy Malone is general manager. Station is represented by Stovin-Byles Ltd., in Canada, and Devney Inc., in U. S.

Canadian survey • Spring survey of the Canadian radio and television audience is to be made from March 14 to March 20 by the Bureau of Broadcast Measurement, jointly operated by stations, advertisers and agencies. Charles A. Burton, BBM executive vice-president, in announcing the dates at Toronto, asked that stations throughout Canada refrain from any special contests or promotions during the two weeks before the survey week.

Gains status • Fremantle International Inc., N.Y., has given its Rome agency the status of a full affiliate under the name Fremantle Italiana, S.R.L., it has announced. The new company is headed by Lionello Torossi, Fremantle's agent in Italy for the past seven years. Fremantle currently has seven series and two libraries of shorts on the air in Italy, it was reported.

Commercial tv for Germany • A tv network completely supported by advertising, similar to the British ITV system, is being organized in West Germany. The target date is January 1961, at which time there are expected to be four million tv homes there. The network is being formed under a public corporation called Deutschland-Fernschen, which would include representatives of the federal government, the five state governments and the three religious groups. The press and film industry have expressed opposition to the plan.

Asian tv • In response to a literacy drive program recommended by a national education commission, Pakistan plans to set up an experimental tv station. Probable site is Karachi.

Call letter change • CFJB Brampton, Ont., has changed call letters to CHIC and plans an fm operation in the near future. New corporate ownership is headed by Gordon Keeble of S.W. Caldwell Ltd., Toronto, Ont.

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THOMAS S. CARR, vice president and general manager of WBAL-RADIO, Baltimore, shown here, *is not* the **Thomas S. Carr of Ponte Vedra Beach, Florida,** who recently filed for a station on 860 kc, 250 watts, daytime in Harrisburg, Pennsylvania.

'Coke's' big contest

Now that its *Hi-Fi Club* format has been adopted by some 325 radio stations across the land, the Coca-Cola Co. this month uncapped its first nationwide club promotion, uniting in a competitive manner all two million teenage members. Guided by directions from Coca-Cola's agency, McCann-Erickson Inc., New York, local station chapters are launching a teenage musical talent search under the operational name of "Talentsville, USA."

Coke's *Hi-Fi Clubs* started going on the air about a year ago. Local bottlers buy time on hometown stations and add their own refinements to a club plan offered by McCann-Erickson (BROADCASTING, June 1, 1959). The current talent contest in which all the clubs have been asked to participate closes in June, when three grand prize winners of $5,000 in cash, or college scholarships, will be named. Leading up to the finals in New York will be local, area and division eliminations, with each offering such prizes as trophies, wardrobes and trips.

One of the first stations to report a "Talentsville" contest is KPHO Phoenix, where d.j. Rod Kellogg's *Hi-Fi Club* broadcast is heard daily from 7 to 9 p.m. Auditions are being held at the Phoenix Coca-Cola Bottling Co. for musically-talented high school students who are members of the club.

'Clean' wrestlers

KSL-TV Salt Lake City, Utah, and an advertiser teamed up to present "the world's cleanest wrestling match" earlier this month. They wrote no new rules for the sport. Instead, they covered the ring of the Salt Lake Coliseum with 18 inches of Colgate-Palmolive's Rapid Shave, using up 360 Spray cans.

A houseful of live spectators braved the spray while seven slippery men wrestled it out. The sudsy free-for-all was seen by others throughout the intermountain West from the dry vantage point of home receivers.

Wrestlers skidded all over the ring for nearly an hour, splattering ringsiders (in spite of protective shields around the arena) and lathering KSL-TV announcer Tom Bradshaw in one

Ding Hoy Fat Choy • That's Chinese for Happy New Year. And, these words will be both seen and heard on KTVU (TV) San Francisco-Oakland, on the Chinese New Year, Jan. 28. San Francisco is the kind of city where a Greek mayor leads the St. Patrick's Day parade and an Occidental tv personality is grand marshal of a Chinese parade. So, taking the lead from the community, KTVU salutes every day of special meaning to any of its audience with special IDs honoring the occasion. Everything from New Year's (Christian) to New Year's (Jewish) to New Year's (Chinese) is celebrated by the Bay Area station.

out-of-the-ring sortie. When it was all over (and it was really all over, CBS-TV states, reporting on behalf of its affiliate), wrestler Danno McDonald got $1,000 for being the last man in the ring at the "cleanest wrestling match." The event capped a two-week tv promotion with in-store merchandising and a contest offering free shaves.

Record contest

Prizes which included a transistor radio, $25 worth of records, and a $100 savings bond, were awarded by KXOX St. Louis as part of its "Count the Record" contest.

Listeners were asked to count the number of records played over KXOX during the weekend of Jan. 3. The station reported over 2,500 responses to the promotion.

'Slap-stik' promotion

A couple of dozen toys, offered on a weekday morning cartoon show over WKTV (TV) Utica-Rome, N.Y., triggered a fad and brought in a toy shop account to the station. The hot item was "Slap-stiks," a stick-hoop gadget.

The bonanza began last fall when the manufacturer, Keen-Eye Co. of Butler, Wis., sent sample Slap-stiks to WKTV. Offered as contest prizes in several announcements on *Cartoon Time*, the toys initially drew more than 1,000 postcards and inquiries from hard-pressed toy sellers. As the run on retailers began, Playworld Toy Shop got to WKTV first with an order for a special children's show lineup from early November through the Christmas shopping season. Playworld announcements drew as expected. The store and manufacturer were kept busy the rest of the season distributing Slap-stiks to Mohawk Valley youngsters.

Housewives' holiday

For the second consecutive year, Trailways buses have carried 99 Philadelphia housewives to New York for an expenses-paid one-day tour of Gotham. The bus company sponsored "Happy Housewives Holiday" on the morning disc jockey show over WIBG Philadelphia for three weeks. Contestants had to file in 25 words or less their reasons for wanting to visit New York. The number of winners tied in with WIBG's 990 frequency. The contest, which garnered over 1,000 entries, promoted Trailways on all the station's shows and in WIBG's Top 99 Tune List issued weekly to 200 retailers in that city. Trailways traveled the ladies in a bannered bus, treated them to luncheon at Sardi's restaurant and to the musical "Flower Drum Song," where they trooped backstage to meet the stars.

Eyes and ears • CKVL Verdun, Que., joins a long line of distinguished Canadian business firms having its own registered coat-of-arms. The crest is registered with the Canadian College of Arms, Montreal. It consists of a shield, featuring a winged horse, mounted by a herald blowing a loud trumpet. Below the upraised horse's hooves is another crest consisting of two castles and two date trees. The College of Arms, which designed the crest, states that the herald is "the ancestor of radio-reporters illustrating the numerous activities of CKVL." Motto under the crest translated from Latin means, "I ame your eyes and your ears," referring to the broadcasts and the possible telecasts of the station, which has applied for a tv license. Coat-of-arms was widely used on Christmas cards and is on new letterheads of station.

Honorary 'Tombstoners'

With *Tombstone Territory* running on 151 stations, syndicator Ziv-Tv has completed arrangements to pin official Honorary Sheriff badges on distinguished citizens in each city where the half-hour show is on the air. Rights to the designation were secured by Ziv-Tv from officials of the Arizona town and are being turned over to sponsors.

Those chosen from local heroes, civic leaders, officials, jurists and other dignitaries will get badges and scrolls bearing the Tombstone city seal and signed by the Tombstone mayor and the editor of the *Tombstone Epitaph*. Honorary sheriffs are obliged to be "loyal to the traditions and ideals of Tombstone" and to be "a credit to 'the town too tough to die'."

A former network series, *Tombstone Territory* added new first-run episodes when it moved into syndication. It stars Pat Conway as Sheriff Clay Hollister and Richard Eastham as Harris Claibourne, editor of the *Epitaph*.

'The Lusty Texans'

KLIF Dallas has commissioned and promoted with free advertising an updated version of *The Lusty Texans of Dallas*, by John William Rogers. The portrait of Dallas society and history originally came out in 1951 and was out of print two years ago when Gordon McLendon, president of KLIF, felt the lack of a modern reference book on the southwestern city. He told Mr. Rogers that his station would sponsor its revival in an enlarged and up-to-date version as a public service. The new volume, consisting of 439 pages, went on sale at all Dallas bookstores Jan. 4. It is published by E. P. Dutton as part of that house's Society in America series.

• Drumbeats

Attention politicos! • KIRO-TV Seattle, Wash., getting into the spirit of election year, announced that it is conducting a "school for candidates." Robert D. Gordon, program director, and Charles Hill, assistant to the president, will instruct candidates running for office on how to better reflect their personalities on tv. Also on the agenda for political aspirants: how to read copy on the air, and how campaign formats can best be utilized in a tv presentation.

Father's little deduction • Instead of offering the traditional prize to the first baby of 1960, WLOB Portland, Me., gave prizes, through sponsors, to the last baby born in that area in 1959. The station points out that the prizes, coupled with Uncle Sam's $600 income tax deduction, brought indeed a happy new year for the lucky parents.

Lafayette to Moscow • KLFY-TV Lafayette, La., sent greetings for a happy and peaceful New Year from the children of southwest Louisiana to Russian children. Messages received in the Soviet Union were distributed by Radio Moscow. The latter sent back short wave messages from Russian children to KLFY-TV which had consulted on the idea with both the U.S. State Dept. and the Russian Embassy in Washington. Station reports it looked upon the gesture as a small contribution that could "perhaps lead to an exchange of other ideas between our countries."

Your mother's mustache • WLEE Richmond, Va., conducted a hirsute beauty contest with listeners sending in locks of hair in an attempt to find the prettiest hair in central Virginia. The winning entry was worn as a mustache for a week by Freddy, late-night personality. Listeners were sufficiently taken by the effect that the station auctioned off a lock of hair a night with proceeds to go to the Richmond

WICC-TV: not one viewer

Radio-tv editors, who may have thought they'd seen everything in the way of station news releases, did a double-take when the latest entry from WICC-TV Bridgeport, Conn., hit their desks. It proclaimed WICC-TV both the "poorest television station in the U.S." and the "only station in the U.S. without any viewers."

A doublecheck with Ken Cooper, president, confirmed that it wasn't just a joke. The first claim, about being the poorest station, is based on its gross for the first 10 months this year—$1,900. Against an annual operating budget of $14,000 (for what amounts to a one-man staff plus overhead), that figures to a $12,000 annual loss.

The second claim, about having no viewers, was documented by the station's broadcast offer of $100 to the first viewer who called in. The announcements were made 20 times during prime time in one week and not one call came in.

"Actually," Mr. Cooper said, "we knew all along we didn't have any viewers, but we wanted to prove it." The suspicion grew after the station had gone off the air for two weeks this summer (so the employe could take a vacation) and received nary a complaint.

WICC-TV, operating on uhf ch. 43, is on the air 4½ hours a day, 7 days a week. It is affiliated with ABC-TV. Mr. Cooper says it carries most of the ABC-TV lineup, but as it makes about $1 an hour for each show, that doesn't help much.

Network Likes Station • "Really, the only reason they buy us is that ABC-TV likes us—and what can they lose for a buck." What about spot business? "Sure, we get some," Mr. Cooper says," but only when some advertiser tells his agency to buy every station in the country."

Then why stay in business? Mr. Cooper is candid: "It's an investment. We're pouring $12,000 down the drain each year just on the outside chance that someday they might give us a v. It isn't likely, but it's a chance." (Bridgeport receives vhf tv signals from seven stations in New York and two in Connecticut).

Russell F. Adams, who is titled "general manager" in the station release, says, "Nobody ever calls WICC-TV except my wife and she doesn't watch television." Mr. Cooper can top that: he's never seen the station at home, because he doesn't have a uhf converter on his tv set.

Mr. Cooper and his associates do have one consolation. The companion radio station, WICC, is a profitable operation. In fact, its one-time minute rate is more than three times that of the tv station—$32 against $10.

TB Assn. At the end of 14 such auctions, over $300 had been raised for the charity with bids ranging from $3.25 to $100.25.

'Artichoked' • New York ad executives were deluged recently with 350 dozen California-grown artichokes, the gift of KSBW-TV Salinas-Monterey and KSBY-TV San Luis Obispo, the Gold Coast Stations, to promote their local artichoke industry. The promotion idea originated in New York where Graham Moore, sales director of the Gold Coast stations, made a sales presentation that included a color slide of an artichoke field. Because of the great interest expressed in the product, on his return to California Mr. Moore made arrangements to have artichokes flown to New York the same day they were picked in the field. Mr. Moore points out that the Mediterranean Coast and the Monterey Bay region of California are the only two places in the world where the vegetable is grown commercially.

Into print • A tv film series has inspired the launching of a new magazine. The Great American Pub. Co. announces that starting in February it will issue a magazine titled *Tightrope!*, patterned after the *Tightrope!* mystery program on CBS-TV (Tues., 9-9:30 p.m.). Cover of the first issue will feature Mike Connor star of the series.

Foreign culture • WJR Detroit is presenting a series of programs featuring literary and musical achievements of European nations produced in the country of origin. On the first program in the *Scope* series, Jan. 3, 2-3 p.m. Great Britain was spotlighted with discussions of ballet, jazz, classical music and recent books created there. Miss Sheila Innes, on loan to *Scope* from the BBC as executive producer, arranged the first program. Subesquent visits of the monthly program will be to the Netherlands, France and West Germany.

Hot tickets • When the U. of Washington football team went to the Rose Bowl game for the first time in 23 years, enthusiasm rampaged in Seattle. KOL, that city, sponsored a find-the-football-and-win-Rose-Bowl-trip contest, giving clues on the air to where six miniature footballs had been hidden. Four days prior to the game, the station began responding to the intense demand for tickets by serving as a clearing house—buying tickets of those who would not be able to attend the game and selling them at regular price to ticketless fans that wanted to go. The station handled over 100 tickets and avoided "scalping" by serving as middleman.

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• For your reference

Washington Radio & Television News Departments • Listing of stations in State of Washington with station data that includes names and home addresses, home phones of news director and staff plus description of news services, including arrangements for exchange of news between stations. Available at no charge from KWSC, Washington State U., Pullman, Wash.

Organizations, Publications and Directories in the Mass Media of Communications • Listing of 120 American and international mass media organizations and list of recommended periodicals for reading in each area of the mass media. Available for 85 cents from School of Journalism, State U. of Iowa, Iowa City.

Station Authorizations, Applications

As Compiled by BROADCASTING

January 6 through January 13. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter, unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Tv Station

ACTION BY FCC

***Tacoma, Wash.—School District #10,** Granted uhf ch. 62 (758-764 mc); ERP 21.4 kw vis., 11.5 kw aur.; antenna height above average terrain 420 ft., above ground 350 ft. Estimated construction cost $125,000, first year operating cost $38,260. P.O. address Box 1357 Tacoma, Wash. Studio and trans. location 1101 S. Yakima Ave., Tacoma. Geographic coordinates 47° 15' 08" N. Lat., 122° 26' 46" W. Long. Transmitter RCA TTU-1B, ant. RCA TFU-27DH. Ann. Jan. 13.

APPLICATIONS

Lamar, Colo.—Televents Inc. vhf ch. 12 (60-66 mc): ERP 0.292 kw vis., 0.264 kw aur.; ant. height above average terrain 124 ft., above ground 230 ft. Estimated construction cost $36,774, first year operating cost $54,000, revenue $80,000. P.O. address Box 5570, Dallas. Tex. Studio and trans. location SE corner of S. Main & Olive Sts., Lamar. Geographic coordinates 38° 5' 17" N. Lat., 102° 37' 7" W. Long. Trans. Electron V-2050C, ant. Prodelin ETV-4. Applicants are **Bill Daniels, Winston L. Cox** and **Carl M. Williams,** 33⅓% each. Messrs. Daniels and Cox have minority interests in Farmington Community Tv, Farmington, N.M. Mr. Williams is investment broker. Ann. Dec. 31.

Hilo, Hawaii—Kaiser Hawaiian Village Television Inc., vhf ch. 13 (210-216 mc); ERP 4.4 kw vis., 2.6 kw aur.; ant. height above average terrain —955 ft., above ground 179 ft. Estimated construction cost $25,000, first year operating cost $12,000. P.O. address 1290 Ala Moana Blvd., Honolulu, Hawaii. Studio and trans. location NanaLoa Hotel, Hilo. Geographic coordinates 19° 43' 59" N. Lat., 155° 04' 09" W. Long. Trans. RCA TT-2AH, ant. RCA TF 2BH. Kaiser is licensee of KHVH-TV Honolulu. Applicant station will be operated initially as satellite. Ann. Jan. 8.

Wausau, Wis.—Central Wisconsin Television Inc. vhf ch. 9 (186-192 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 1,057 ft., above ground 1,072 ft. Estimated construction cost $677,927, first year operating cost $470,000, revenue $578,000. P.O. address c/o William F. Krueger, 408 Third St., Wausau, Wis. Studio location Wausau. Transmitter location 1.5 miles NE of Rosholt, Wis. Geographic coordinates 44° 38' 26" N. Lat., 89° 17' 12" W. Long. Trans. RCA TT20AH, ant. RCA TF-12AH. Principals include **Walter A. Baumgardt, Harold Kasper** and others 17% each. Mr. Baumgardt is in plumbing business and Mr. Kasper owns cheese manufacturing plant. Ann. Jan. 5.

New Am Stations

ACTIONS BY FCC

Tucson, Ariz.—Southwest Bcstg. Co. Granted 1550 kc, 50 kw D. P.O. address 275 N. Stone St., Tucson. Estimated construction cost $106,896, first year operating cost $75,000, revenue $85,000. Partners are insurance men **R.E. Pruitt, Jr.** and **D.H. Higginbotham, Sr.,** KTUC Tucson sales manager **George S. Bradley,** real estate man **John F. Badger** and **Stanley N. Schultz** all 20%. Ann. Jan. 13.

Haines City, Fla.—Haines City Bcstrs. Granted 930 kc, 500 w DA-D. P.O. address R.L. Cook, 420 Lehigh St., Lake City, Fla. Estimated construction cost $13.915 first year operating cost $28,000, revenue $36,000. Owners are **Richard L. Cook** and **Margaret C. Pitts** (each 50%). Mr. Cook is salesman for life insurance company. Margaret Pitts is feature writer on St. Augustine Record, St. Augustine, Fla. Ann. Jan. 13.

Laconia, N.H.—Lawrence Bcstg. Co. Granted 1490 kc, 250 w unl. P.O. address 9 Valley St., Lawrence, Mass. Estimated construction cost $22,966, first year operating cost $58,500, revenue $62,400. Applicant, owned by **Mr. and Mrs. George E. Jaspert,** is licensee of WCCM Lawrence, and has cp for new fm outlet there. Ann. Jan. 13.

Blanding-Monticello, Utah—Jack W. Hawkins. Granted 790 kc, 1 kw D. P.O. address Box 1718 Cortez, Colo. Estimated construction cost $25,750, first year operating cost $36,000, revenue $36,000. Applicant has interest in KVFC Cortez, Colo. (67%), KIUN Pecos (25%), KVLF Alpine (15%) and KFST Ft. Stockton (20%), all Texas. Ann. Jan. 13.

APPLICATIONS

Ashland, Ala.—Clay Service Corp., 910 kc, 1 kw D. P.O. address Ashland, Ala. Estimated construction cost $13,977, first year operating cost $24,000, revenue $30,000. Principals include **James L. Coley, Charles H. Whatley** and others 20% each. Mr. Coley is personnel director. Mr. Whatley is employe of WRFS Alexander City, Ala. Ann. Jan. 8.

Willows, Calif.—Glenn County Bcstrs., 1560 kc, 250 w D. P.O. address % Vern C. Hatfield, 8036 MacArthur Blvd., Oakland, Calif. Estimated construction cost $13,986, first year operating cost $40,849, revenue $54,600. Applicants are **Vernon C. Hatfield, Walter D. Stewart,** and **William F. Ward,** all 33⅓%. Mr. Hatfield is in advertising business. Mr. Stewart is employe of KPIX San Francisco. Mr. Ward is free lance writer. Ann. Jan. 8.

Atlanta, Ga.—Metropolitan Atlanta Radio, 1150 kc, 1 kw D. P.O. address Box 10, 532, Atlanta, Ga. Estimated construction cost $14,484, first year operating cost $30,000, revenue $42,000. Applicants are **Eathel Holley** and **DuPree Jordan Jr.,** equal partners. Eathel Holley is 50% owner of WOKS Columbus and minority owner of WLAW Lawrenceville, both Georgia. Mr. Jordan is publisher of weekly newspapers. Ann. Jan. 8.

Missoula, Mont.—Myron E. Taussig, 730 kc, 1 kw D. P.O address Box 1588, Bakersfield, Calif. Estimated construction cost $12,850, first year operating cost $29,000, revenue $39,000. Applicant is employe of Sears, Roebuck & Co. Ann. Jan. 17.

Kent, Ohio—Kent-Revenna Bcstg Co., 1520 kc, 5 kw D. P.O. address 517 Edgewood Dr., Kent, Ohio. Estimated construction cost $72,-830, first year operating cost $70,000, revenue $85,000. Sole applicant is **Courier Tribune Co.,** Kent, Ohio. Ann. Jan. 22.

Houston, Tex.—Higson-Frank Radio Enterprises, 1520 kc, 25 kw D. P.O. address 649 N. Bronson Ave., Hollywood, Calif. Estimated construction cost $11,200, first year operating cost $36,000, revenue $40,000. Applicants are **James D. Higson** and **Peter Frank,** equal partners, both of whom are applicants for new stations in Fresno, Calif., and Indianapolis. Ann. Jan. 13.

Existing Am Stations

ACTIONS BY FCC

KMPC Los Angeles, Calif.—Extended to Dec. 1, 1960 authority to transmit sub-audible tones to activate air-raid sirens in Los Angeles County. Ann. Jan. 13.

KPOI Honolulu, Hawaii—Issued order to show cause why Commission's action of May 1, 1959 assigning call letters KPOI to KHON Bcstg. Inc. (then owner of station), should not be rescinded because of confusion with Radio Hawaii Inc.'s station KPOA in same city; ordered hearing at time to be later specified and made KPOA party to proceeding. Ann. Jan. 13.

WADO New York, N.Y.-Carlstadt, N.J.—Granted application to change station location to New York, N.Y. Involves no physical change on 1280 kc, 5 kw, DA-1, unl. Ann. Jan. 13.

APPLICATIONS

KBLF Red Bluff, Calif.—Cp to increase daytime power from 250 w to 1 kw; install new trans. (1490 kc). Ann. Jan. 8.

WBGC Chipley, Fla.—Cp to increase daytime power from 250 w to 1 kw and install new trans (1240 kc). Ann. Jan. 11.

WTIF Tifton, Ga.—Cp to increase day power from 250 w to 1 kw; install new trans. (1340 kc). Ann. Jan. 8.

KNCY Nebraska City, Neb.—Cp to change frequency from 1600 kc to 1450 kc; change hours of operation from daytime to unl., using power of 250 w N & 1 kw D, change from DA-D to non-DA; operate trans. by remote control from studio location; install new trans. Ann. Jan. 11.

WFNS-FM Burlington, N C.—Mod. of license to change station location to Burlington-Graham, N.C. (93.9 mc). Ann. Jan. 8.

KLBM La Grande, Ore.—Cp to increase daytime power from 250 w to 1 kw; install new trans. (1450 kc). Ann. Jan. 8.

WNOW York, Pa.—Cp to increase power from 1 kw to 5 kw; install DA and new trans. (1250 kc). Ann. Jan. 8.

KWTX Waco, Tex.—Cp to increase daytime power from 250 w to 1 kw; install new trans. (1230 kc). (Request waiver of Sec. 3.28(c) of rules.) Ann. Jan. 11

KGPC Grafton, W.Va.—Cp to increase daytime power from 250 w to 1 kw; install new trans. (1340 kc). Ann. Jan. 8.

New Fm Stations

ACTIONS BY FCC

Osceola, Ark.—Osceola Bcstg. Corp., Granted 98.1 mc 2.2 kw. P.O. address Box 311, Osceola, Ark. Estimated construction cost $8,822, first year operating cost $4,200, revenue $6,000. Principal applicant is **H.F. Ohlendorf** who is in real estate and farming. Ann. Jan. 13.

Cortez, Colo.—KVFC Inc. Granted 94.1 mc, 3 kw. P.O. address Box 740, Cortez, Colo. Estimated construction cost $12,090, first year operating cost $7,500, revenue $6,000. Principal applicant is **Jack W. Hawkins** who is majority owner of KVFC Cortez, and has minority interests in KBLF Alpine and KIUN Pecos, both Texas. Ann. Jan. 13.

Boise, Idaho—Boise Valley Bcstrs. Inc. Granted 97.9 mc, 17.5 kw. P.O. address Box 1809 Boise, Idaho. Estimated construction cost $20,688, first year operating cost $12,000. Boise Valley Bcstrs. Inc. is licensee of KBOI-AM-TV Boise. Applicant fm will duplicate am programming. Ann. Jan. 13.

Fort Lauderdale, Fla.—Percy B. Crawford. Granted 100.7 mc, 56 kw. P.O. address Box 1, Philadelphia, Pa. Applicant is owner of WMUZ (FM) Detroit, WDAC Lancaster, Pa. and has interest in WPCA-TV Camden, N.J. Ann. Jan. 13.

Des Moines, Iowa—Percy B. Crawford. Granted 97.3 mc, 100 kw. P.O. address Box 1, Philadelphia, Pa. Estimated construction

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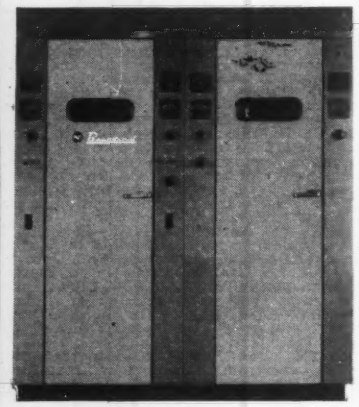

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cost $49,832, first year operating cost $30,000, revenue $34,000. Applicant is owner of WMUZ (FM) Detroit. WDAC Lancaster, Pa., and has interest in WPCA-TV Camden, N.J. Ann. Jan. 13.

Gallatin, Tenn.—Ellis F. Jones Jr. Granted 107.3 mc, 10.5 kw. P.O. address Box 598, Gallatin, Tenn. Estimated construction cost $2,000, first year operating cost $3,000, revenue $5,000. Applicant has minority interest in WAGG Franklin, Tenn. Ann. Jan. 13.

APPLICATIONS

Waterbury, Conn.—WATR Inc., 92.5 mc 7 kw. P.O. address 440 Meadow St., Waterbury, Conn. Estimated construction cost $14,000, first year operating cost $3,000. Applicant fm will duplicate programs of WATR Waterbury. Ann. Jan. 13.

Cumberland, Md.—Cumberland Valley Bcstg. Corp., 106.1 mc, 7.77 kw. P.O. address 450 Byrd Ave., Box 510, Cumberland, Md. Estimated construction cost $22,065, first year operating cost $5,000, revenue $5,000. Principals include **Arthur W. German** 90% who is majority owner of WTBO Cumberland. Ann. Jan. 8.

Detroit, Mich.—Jacob W. Henock, 98.7 mc 49.47 kw. P.O. address 20214 Rutherford Ave., Detroit, Mich. Estimated construction cost $40,290, first year operating cost $75,000, revenue $95,000. Applicant is in real estate business. Ann. Jan. 11.

Las Vegas, Nev.—Rainbow Inc., 98.5 mc 5.15 kw. P.O. address New Frontier Hotel, Box 1049 Las Vegas, Nev. Estimated construction cost $15,416. Applicant is **Joseph Marandola** (also known as **Joseph Julian**) who is sole owner of KRBO Las Vegas. Applicant fm will duplicate KRBO programming. Ann. Jan. 13.

Cleveland, Ohio—Ohio Music Corp., 93.1 mc 20 kw P.O. address 2157 Superior Ave., Cleveland, Ohio. Estimated construction cost $31,920, first year operating cost $45,600, revenue $54,080. Principal applicant is **William M. O'Neil,** 75%, president of Ohio Music Corp., 53% owner of WSKP Miami, Fla.; Mr. O'Neil also heads Ohio Sound Systems Inc., 47% owner of WSKP. Ann. Dec. 31.

Existing Fm Station

ACTION BY FCC

KAZZ (FM) Austin, Tex.—Waived Sec. 3.204(a) of rules and granted application to change from 1 kw to 250-w trans., ERP from 1.35 kw to 340 w, continuing operation on 95.5 mc. Ann. Jan. 13.

Ownership Changes

ACTIONS BY FCC

KDQN DeQueen, Ark.—Granted assignment of license from **R.G. McKeever** to **Asher and James L. Sizemore,** d/b as **Asher** and **Little Jimmie Bcstg. Co.**; consideration $40,000. Ann. Jan. 13.

Farmington Bcstg. Co., Cortez, Colo.—Granted cp for a new tv translator station on ch. 76 to translate programs of KFBR (TV) (ch. 12) Farmington, N.M. Ann. Jan. 13.

KAVI Rocky Ford, Colo.—Granted assignment of license from **Edward J. Patrick** and **Charles C. Rutledge** to **Patrick** and **Lloyd A. Ridner,** d/b as **Patrick and Ridner Bcstg. Co.**; consideration $32,652. Comr. Lee dissented. Ann. Jan. 13.

WMMM Westport, Conn.—Granted transfer of control from **Norman J. Bernstein,** et al., to **Donald Flamm**; consideration $125,000. Comr. Bartley abstained from voting. Ann. Jan. 13.

WBLJ Dalton, Ga.—Granted assignment of license to **North Georgia Radio Inc.** (**Werner E. Wortsman,** president); consideration $84,000. Ann. Jan. 13.

KCOG Centerville, Iowa—Granted assignment of licenses to **Hope Company Inc.** (**L. W. Holland,** president); consideration $55,000. Ann. Jan. 13.

KMDO Ft. Scott, Kan.—Granted assignment of licenses from **Lloyd Clinton McKinney** to **Ft. Scott Bcstg. Inc.**; assignor is incorporating to include his wife, **Dorothy N.** (25%) and son **James L. McKinney** (25%) as gift to each, and retaining 50%; assignor is licensee of KRMO Monett, and has interest in KBHN Branson, both Missouri. Ann. Jan. 13.

WCUM-AM-FM Cumberland, Md.—Granted transfer of control from **Hollis M.** and **Anne M. Seavey** to **Wallace L. Hankin, Francis C. Fortune, Sidney** and **Leon Slavin** and **Simon Goldman**; consideration $34,600 plus assumption of $93,750 note Mr. Goldman, president of assignee has interest in WJTN Jamestown, WDOE Dunkirk, and WGGO Salamanaca, all New York. Ann. Jan. 13.

Santa Rosa Chamber of Commerce, Santa Rosa, N.M.—Granted cp for a new tv translator programs of KOB-TV (ch. 4). Albuquerque. Ann. Jan. 13.

WFAI Fayetteville, N.C.—Granted assignment of licenses to **Jackson F. Lee**; consideration $142,500 plus five year lease on trans. site and building at rental of $50 a month with option to renew for additional five years or purchase for $15,000 less rental paid. Ann. Jan. 13.

WYFI Norfolk, Va.—Granted assignment of cp and license to **WBOF-TV Inc.** (WBOF Virginia Beach, Va.); consideration $7,000 plus agreements to employ principal owners of assignor as consultants for one month for $500, and to lease certain real property for one year with option to renew for two successive years for $600 a year. Ann. Jan. 13.

KMIL Cameron, Tex.—Granted assignment of licenses from **Milton F. Brown Jr.,** et al., to **N.L. Caperton** (present limited partner) and **Wilfred E. Smitherman,** d/b as **Milam Bcstg. Co.**; consideration $52,500. Ann. Jan. 13.

APPLICATIONS

KSDO San Diego, Calif.—Seeks assignment of license from **Gordon Bcstg. of San Diego Inc.** (a Calif. corp.) to **Gordon Bcstg. of San Diego Inc.** (a Del corp.). No ownership changes or financial consideration involved. Ann. Jan. 8.

KEEP Twin Falls, Idaho—Seeks transfer of negative control of **Radio Sales Corp.,** from **H.W. Ireland** 50% to **Ralph W. Burden Jr.** and **Janice M. Burden** for $100. Mr. Burden Jr, is general manager of KEEP.

WRUL Scituate, Mass.—Seeks transfer of control from **World Wide Bcstg. System Inc.** to **Metropolitan Bcstg. Corp.** for $800,000. Metropolitan is licensee of WHK-AM-FM Cleveland, WNEW-AM-FM-TV New York and WTTG (TV) Washington, D.C. WRUL is international broadcasting station. Ann. Jan. 11.

WRUL Scituate, Mass.—Seeks assignment of license from **World Wide Bcstg. System Inc.** to **Metropolitan Bcstg. Corp.** Assignment contingent upon Commission approval of transfer of control. Ann. Jan. 11.

WOWE Allegan, Mich.—Seeks transfer of control from **Allegan County Bcstrs. Inc.** to **Atlas Bcstg. Co.** for $39,500. Applicants are **Theodore J. Peters** 12.20% and 13 other stockholders. Mr. Peters is in real estate. Ann. Jan. 13.

WJPD Ishpeming, Mich.—Seeks involuntary transfer of control of **Ishpeming Bcstg. Co.** from estate of **Olive E. Deegan** 55%, deceased, to **Richard J. Barry,** administrator of estate. Ann. Jan. 11.

KOLL Libby, Mont.—Seeks assignment of license from **Robert R. Rigler,** sole owner, to **Lincoln County Bcstrs. Inc.** No financial consideration involved, since Lincoln, former owner of station, was never paid full purchase price by Mr. Rigler. Principal purchaser is **Oliver G. Coburn,** 80.4%, who is former owner and manager of KVNA Flagstaff, Ariz. Ann. Jan. 11.

WGLI Babylon, N.Y.—Seeks assignment of license from **WGLI Inc.** to **Friendly Frost Inc.** for $350,228. Purchasers are **Frank Perloff, Vincent Giordano** 22.7% each, **Gerald O. Kaye,** 20.8% and others. Mr. Kaye is president of WNTA-AM-FM-TV Newark, N.J. Messrs. Giordano and Perloff are with Friendly Frost Inc., appliance concern. Sale includes WTFM (FM). Ann. Jan. 13.

WTFM (FM) Babylon, N.Y.—Seeks assignment of license from **WGLI Inc.** to **Friendly Frost Inc.** for $350,228. Purchasers are **Frank Perloff, Vincent Giordano,** 22.7% each, **Gerald O. Kaye,** 20.8% and others. Mr. Kaye is president of WNTA-AM-FM-TV Newark, N.J. Messrs. Giordano and Perloff are with Friendly Frost Inc., appliance concern. Sale includes WGLI.

KENO Las Vegas, Nev.—Seeks transfer of control of **Nevada Bcstg. Inc.** from **Frederick Von Hofen, Howard E. Anderson, Gordon Sherwood Jr.** and **C.E. McLaughlin,** all 25% each, to Messrs. Anderson, Sherwood Jr. and McLaughlin all 25% each and **Gordon Sherwood Sr.** and **Leslie J. Craigen,** 12½% each for $4,000. Ann. Jan. 13.

WKRK Murphy, N.C.—Seeks assignment of license from **James B. Childress,** sole owner to **Childress Bcstg. of Murphy.** No ownership changes or financial consideration involved. Change to corporation. Ann. Jan. 13.

WLMJ Jackson, Ohio—Seeks transfer of control of **Radio Jackson Inc.** from **J.E. Willis,** sole owner to **Dean C. Stuhlmueller** (also known as **Dean Miller**), sole purchaser, for $60,000. Mr. Stuhlmueller is co-star on *December Bride* tv show. Ann. Jan. 8.

KPAM Portland, Ore.—Seeks assignment of license from **Bcstrs., Ore. Ltd.** to **Chem-Air Inc.** for $200,000. Applicant is William E. Boeing Jr., who is in airline and other varied businesses. Sale includes KPFM (FM). Ann. Jan. 13.

KPFM (FM) Portland, Ore.—Seeks assignment of license from **Bcstrs., Ore. Ltd.** to **Chem-Air Inc.** for $200,000. Applicant is **William E. Boeing Jr.,** who is in airline and other varied businesses. Sale includes KPAM. Ann. Jan. 13.

KRXL Roseburg, Ore.—Seeks transfer of

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through January 13

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,398	59	74	745
FM	644	35	165	104
TV	470	53	100	124

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through January 13

	VHF	UHF	TV
Commercial	447	76	523
Non-commercial	33	10	43

COMMERCIAL STATION BOXSCORE

As reported by FCC through December 31, 1959

	AM	FM	TV
Licensed (all on air)	3,398	644	470[1]
CPs on air (new stations)	58	34	52[2]
CPs not on air (new stations)	71	160	100
Total authorized stations	3,527	838	673
Applications for new stations (not in hearing)	525	71	60
Applications for new stations (in hearing)	248	34	63
Total applications for new stations	733	105	123
Applications for major changes (not in hearing)	651	32	32
Applications for major changes (in hearing)	171	4	10
Total applications for major changes	721	36	42
Licenses deleted	0	0	0
CPs deleted	0	0	0

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

control from **Umpqua Bcstrs. Inc.** to **KYNG Radio Inc.** for $95,000. Principal purchaser is **Phillip F. Waters,** 50% who is manager and 50% owner of KYNG Coos Bay, Ore. Ann. Jan. 11.

WLAR Athens, Tenn.—Seeks involuntary transfer of control from estate of **Lowell F. Arterburn,** sole owner, deceased, to **Helen M. Arterburn,** executrix of estate. Ann. Jan. 11.

WHEY Millington, Tenn.—Seeks assignment of license from **Memphis-Millington Bcstg. Co.** to **WHEY Radio Service** for $63,500. Purchasers are **John M. Latham** and **Robert C. Whiteley Jr.,** equal partners. Mr. Whiteley Jr. is 50% owner of WKBL Covington, Tenn. Mr. Latham is 50% owner of WTRO Dyersburg, Tenn. Ann. Jan. 13.

KBBB Borger, Tex.—Seeks assignment of license from **Robert M.** and **Dixie Dice Watson** 50% each to same 37½% each and **Ford Robertson,** 25%. No financial consideration involved. Ann. Jan. 8.

WTAR-AM-TV Norfolk, Va.—Seeks transfer of control of **The Ledger-Dispatch Corp.** 75%, from **P.S. Huber Jr.** and **Charles L. Kaufman,** voting trustees, to Mr. Kaufman and **Frank Batten,** voting trustees. Ann. Jan. 8.

Hearing Cases

INITIAL DECISIONS

Hearing Examiner Isadore A. Honig issued initial decision looking toward granting application of Sherrill C. Corwin to change trans. site of station KGUD-FM (formerly KFMC [FM]) Santa Barbara, Calif., and increase ERP from 29.5 kw to 30.7 kw and ant. height from minus 800 ft. to 2,939 ft. Ann. Jan. 13.

Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of WMCV Inc. for new am station to operate on 1370 kc, 1 kw D, in Tomkinsville, Ky. Ann. Jan. 8.

Hearing Examiner Millard F. French issued initial decision looking toward granting application of Jack C. Salera, tr/as South County Bcstg. Co. for new am station to operate on 1370 kc, 500 w D, in Wickford, R.I. Ann. Jan. 8.

OTHER ACTIONS

By memorandum opinion and order, Commission granted petition for review by Spartan Radiocasting Co. (WSPA-TV ch. 7), Spartanburg, S.C., and quashed a subpoena *duces tecum* which had been issued to Walter J. Brown, its president, by Chief Hearing Examiner pursuant to request by Wilton E. Hall (WAIM-TV ch. 40), Anderson, S.C., and Greenville Television Co. (WGVL [TV] ch. 23), Greenville, protestants in remand proceeding on application for modification of cp to change trans. site of WSPA-TV. Comr. Cross not participating. Ann. Jan. 13.

By four separate memorandum opinion and orders, Commission took following actions on pleadings in Greensboro-High Point, N.C., tv ch. 8 comparative proceeding:

(1) Granted Aug. 31, 1959 motion by Southern Bcstrs. Inc., and added "duopoly" and "concentration of control" issues regarding applicant Jefferson Standard Bcstg. Co.; denied Sept. 4, 1959 supplemental filing by Southern. Comr. Lee dissented with statement.

(2) On own motion, enlarged issues to permit determination of applicability of 307(b) issue relating to fair, efficient and equitable distribution of tv service to communities involved; denied to extent indicated in memorandum opinion and otherwise dismissed as moot Aug. 31, 1959 motion by High Point Television Co. to enlarge issues. Comr. Lee dissented.

(3) Denied Sept. 10 and Oct. 2, 1959 petitions by TriCities Bcstg. Co. for reconsideration of hearing order with respect to Jefferson Standard Bcstg. Co. and Southern Bcstrs. Inc.

(4) Granted petition by TriCities Bcstg. Co. to extent of adding issue to determine whether main studio proposed by Southern Bcstrs. Inc. will be available. Comr. Cross dissented. Ann. Jan. 13.

WHSC Hartsville, S.C.; WMFJ Daytona Beach, Fla.; WCCP Savannah, Ga.; WQSN Charleston, S.C.—Designated for consolidated hearing applications to increase daytime power from 250 w to 1 kw, continuing operation on 1450 kc, 250 w-N; made WMYB Myrtle Beach, S.C., WGNC Gastonia, N.C., WGIG Brunswick, Ga., and WSTU Stuart, Fla., parties to proceeding, and made WMFJ, WCCP and WQSN parties with respect to their existing operations. Ann. Jan. 13.

Routine Roundup

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Granted petition by Broadcast Bureau for extension of time to Jan. 5 to file response to petition by Harlan Murrelle & Assoc. to modify issues in consolidated proceeding on am applications of Fredericksburg Bcstg. Corp. (WFVA) Fredericksburg, Va., et al. Action Jan. 5.

Granted petition and supplement by Broadcast Bureau for extension of time from Dec. 28 to Jan. 8 to file response to petition by Radio Toms River, Toms River, N.J., for review of adverse ruling of hearing ex-

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aminer in proceeding on its application which is in consolidated proceeding with am applications of Fredericksburg Bcstg. Corp. (WFVA) Fredericksburg, Va., et al. Action Jan. 7.

Granted petition by Illiana Telecasting Corp. for extension of time to Feb. 8 to file exceptions and brief to initial decision in proceeding on its application and that of Wabash Valley Bcstg. Corp. for new tv stations on ch. 2 in Terre Haute, Ind. Action Jan. 7.

Granted petition by Seward County Bcstg. Inc., for extension of time to Jan. 29 to file exceptions to initial decision in proceeding on application of The Dodge City Bcstg. Inc., for new am station in Liberal, Kan. Action Jan. 7.

By Commissioner Robert E. Lee

Set aside order of Dec. 29, 1959 which granted petition by Southbay Bcstrs. for extension of time to Jan. 15 to respond to petition by KFWB Bcstg. Corp. to enlarge issues in proceeding on Southbay's application for new am station in Chula Vista, Calif. Action Jan. 6.

By Chief Hearing Examiner James D. Cunningham

Scheduled oral argument for 9:30 a.m., Jan. 11, on petition by Bald Eagle-Nittany Bcstrs. for dismissal without prejudice of its application which is in consolidated proceeding with application of Suburban Bcstg. Corp., both for am stations in Bellefonte and State College, Pa. Action Jan. 6.

Continued hearing from Feb. 10 to Feb. 15 in proceeding on application of Bakersfield Bcstg. Co. to change facilities of KBAK-TV Bakersfield, Calif. Action Jan. 7.

Dismissed petition by Rossmoyne Corp. (WCMB) Harrisburg, Pa., for leave to intervene in consolidated proceeding on am applications of Fredericksburg Bcstg. Corp. (WFVA) Fredericksburg, Va., et al. Action Jan. 11.

By Hearing Examiner J.D. Bond

Granted request by John K. Rogers, Bristol, Tenn., and scheduled pre-hearing conference for 2 p.m., Jan. 15, in proceeding on his am application, et al. Action Jan. 5.

Scheduled hearing for March 29 in proceeding on am applications of Bill S. Lahm and The Tomah-Mauston Bcstg. Inc. (WTMB) Wisconsin Rapids and Tomah, both Wisconsin. Action Jan. 6.

Granted motion by Wood Bcstg. Inc. (WOOD-TV) Grand Rapids, Mich., for change of time of hearing in proceeding on its application from 10 a.m., Jan. 11 to 2 p.m., on that date. Action Jan. 8.

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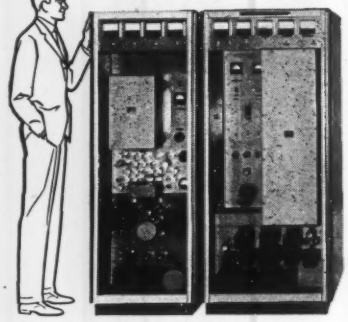

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By Hearing Examiner Thomas H. Donahue

Granted motion by Robert Burdette & Assoc. Inc., West Covina, Calif., for extension of time from Jan. 4 to Jan. 8 for exchange of exhibits in proceeding on its am application, et al. Action Jan. 5.

Denied request by Cannon System Ltd. (KIEV) Glendale, Calif., urging Hearing Examiner to issue initial decision looking toward grant of its am application, and also denied request by Broadcast Bureau urging that Cannon application be returned to pending file. Action Jan. 7.

By Hearing Examiner Charles J. Frederick

Granted motion by Mile High Stations Inc. (KIMN) Denver, Colo., for continuance of prehearing conference from Jan. 8 to Jan. 15 in proceeding on its application. Action Jan. 7.

By Hearing Examiner Charles J. Frederick

Upon consideration of petition by Century Bcstg. Corp. (WCRO) Johnstown, Pa., scheduled the following dates to apply for group 4 in proceeding on Century's application which is in consolidated proceeding with am applications of Fredericksburg Bcstg. Corp. (WFVA) Fredericksburg, Va., et al.: Engineering exchange date—Jan. 25; further prehearing conference Feb. 9. Action Jan. 7.

Scheduled Jan. 18 for engineering exchange date and Jan. 27 for further prehearing conference for group 3 in consolidated proceeding on am applications of Fredericksburg Bcstg. Corp. (WFVA), Fredericksburg, Va., et al. Action Jan. 5.

Granted joint petition by Madison County Bcstrs. and East Side Bcstg. Co. for extension of time from Jan. 13 to Jan. 27 to file proposed findings and from Jan. 27 to Feb. 10 to file reply findings in consolidated proceeding on am applications of Madison, East Side and Tri-Cities Bcstg. Co., all Granite City, Ill. Action Jan. 5.

Granted petition by Madison Bcstrs. for leave to amend its am application, and accepted amendment insofar as they pertain to financial data concerning John W. Ecklin and James C. Grisham and denied petition and rejected amendment in all other respects; continued hearing indefinitely in proceeding on Madison's application for new am station in Madison, S.D. Action Jan. 5.

Granted petition by Elmira Star-Gazette (WENY) Elmira, N.Y., for leave to amend its am application to submit aerial photograph showing 1000 millivolt per meter contour for operation proposed; application is in consolidated proceeding with am applications of Fredericksburg Bcstg. Corp. (WFVA) Fredericksburg, Va., et al. Action Jan. 5.

Denied motion by Mile High Stations Inc. (KIMN) Denver, Colo., for continuance of prehearing conference scheduled for Jan. 8 in proceeding on its am application. Action Jan. 6.

By Hearing Examiner Walther W. Guenther

Granted request by Coast Ventura Co. (KVEN-FM) Ventura, Calif., for continuance of prehearing conference from Jan. 14 to Feb. 2 in proceeding on its application Action Jan. 7.

Granted joint verbal request by parties for continuance of prehearing conference from Jan. 20 to Feb. 9 on applications of The Walmac Co. for renewal of licenses of KMAC (AM) and KISS (FM) San Antonio, Tex. Action Jan. 6.

By Hearing Examiner Isadore A. Honig

Issued memorandum of ruling formalizing announcement of ruling made by examiner after oral arguinent held on record Jan. 7 in proceeding on application of M&M Bcstg. Co. (WLUK-TV) Marinette, Wis.; granted petition by Federal Aviation Agency for extension of time and further extended from Jan. 8 to Feb. 9 date for exchange of proposed technical exhibits and of lists of proposed witnesses, and further continued from Jan. 15 to Feb. 16 date for commencement of hearing (time for filing any appeal from this ruling will run from release date of memorandum of ruling). Action Jan. 7.

Upon request by Ellenville Bcstg. Co. and with concurrence of other parties, further extended from Jan. 5 to Jan. 19 date for preliminary exchange by Ellenville of its engineering exhibits relative to question of overlap by Catskills Bcstg. Co. proposal in proceeding on their applications for new am stations in Ellenville, N.Y. Action Jan. 5.

Scheduled oral argument for 9:15 a.m., Jan. 7 on petition by Federal Aviation Agency and Departments of Army and Navy for extension of time in proceeding on application of M&M Bcstg. Co. (WLUK-TV) Marinette, Wis. Action Jan. 5.

By Hearing Examiner David I. Kraushaar

On own motion, scheduled prehearing conference for 2 p.m., Jan. 28, in proceeding on application of Suburban Bcstrs. for new fm station in Elizabeth, N.J. Action Jan. 6.

By Hearing Examiner Herbert Sharfman

On joint oral request by Wabash Valley Bcstg. Corp. and Livesay Bcstg. Inc., extended from Jan. 18 to March 18 to file initial proposed findings of fact and conclusions and from Jan. 28 to March 28 for replies in proceeding on Livesay application for new tv station on ch. 10 in Terre Haute, Ind., and application of Wabash Valley for renewal of license of WTHI-TV on ch. 10 in Terre Haute. Action Jan. 6.

Issued memorandum of rulings made at Jan. 7 prehearing conference; denied as such, for reasons which will appear in transcript, motion by WTVY Inc., for continuance of hearing scheduled for Jan. 18 in tv rulemaking proceeding involving Columbus, Ga., and on Order directing WTVY Inc. to show cause why its authorization for WTVY Dothan, Ala., should not be modified to specify operation on ch. 4 in lieu of ch. 9; continued hearing to Jan. 22 and scheduled further prehearing conference for Jan. 11. Action Jan. 7.

Granted motion by Robert L. Lippert, Fresno, and Mid-America Bcstrs. Inc. (KOBY) San Francisco, both California, for continuance of certain procedural dates on their am applications; continued hearing from March 1 to April 13. Action Jan. 7.

By Hearing Examiner Elizabeth C. Smith

Granted petition by McMahan Bcstg. Co. (KMAK) Fresno, Calif., for leave to amend its am application to correct certain typographical and arithmetical errors in proposed program schedule and log analysis; application is in consolidated am proceeding with applications of James E. Walley, Oroville, Calif., et al. Action Jan. 6.

Granted petition by Capitol Bcstg. Co. (WKDA) Nashville, Tenn., for leave to amend its am application to reflect WKDA Broadcasting Co. Inc. as applicant; application is in consolidated am proceeding on applications of Radio Muscle Shoals Inc. (WOWL) Florence, Ala., et al. Action Jan. 6.

BROADCAST ACTIONS

AM CALL LETTERS ASSIGNED

WNTE Naugatuck, Conn.—Naugatuck Valley Service Inc.

WYNK Baton Rouge, La.—Vox Inc. Changed from WEND.

WTRX Flint, Mich.—Booth Bcstg. Co. Changed from WBBC.

WPLB Greenville, Mich.—Flat River Bcstg. Co.

WLLY Wilson, N.C.—Harry A. Epperson Jr. Changed from WLSN.

KUCO Littlefield, Tex.—Maples-McAlister Bcstg. Co. Changed from KVOW.

KCPX Salt Lake City, Utah—Columbia Pictures Electronics Inc. Changed from KDYL.

KRAE Cheyenne, Wyo.—Robert L. Howsam. Changed from KSHY.

By Broadcast Bureau

Actions of January 8

KHTV (TV) Portland, Ore.—Granted involuntary assignment of cp to **Bernard B. Cantor,** trustee in bankruptcy.

KSLV Monte Vista, Colo.—Remote control permitted (main trans.) (2nd remote control point).

KUBC Montrose, Colo.—Remote control permitted (main trans.) (2nd remote control point).

KDB Santa Barbara, Calif.—Remote control permitted (3rd remote control point).

KSIW Woodward, Okla.—Granted authority to sign-off at 7 p.m. except for special events for period ending April 8.

KCRT Trinidad, Colo.—Granted authority to sign-off at 8 p.m., MST, for period ending Feb. 29.

WSPD-FM Toledo, Ohio—Granted authority to remain silent for period ending March 11.

Action of January 7

WBLJ Dalton, Ga.—Granted assignment of license to **L.C. McCall.**

Actions of January 6

WABG-TV Greenwood, Miss.—Granted assignment of cp to **Mississippi Telecasting Inc.**

KOXR & KAAR Oxnard, Calif.—Granted acquisition of positive control by **Paul R. Schneider** through purchase of stock from **James W. Klopp.**

Continued on page 129

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Wanted—(manager)—5 kw daytimer in southeast, medium sized market. Fine Salary and commission. Box 737R, BROADCASTING.

Manager wanted for large Southern market. $10,000 salary plus incentive arrangement. Write Box 837R, BROADCASTING.

Pennsylvania chain with power increases pending needs: Assistant-managers with announcing and sales experience; announcers with and without first-class tickets; salesmen, preferably with air experience. Top salaries for announcers; top salaries plus incentive bonuses for salesmen and managers. 1½ years experience required for all positions. Box 901R, BROADCASTING.

Position open for general manager of well established station single market 10,000 population. Outstanding opportunity for man with managerial and sales ability. Excellent staff and stabilized, responsible ownership. Applicants will be thoroughly investigated as to character and financial responsibility. A.H. Washburn, President. Hope Broadcasting Company, Hope, Arkansas. Telephone PR 7-3431.

Sales

$125.00 weekly for salesmen. Also bonus and commission. Metropolitan market east coast. Opportunity unlimited. Box 865P, BROADCASTING.

$100-$150 weekly guarantee plus commission and bonus plan for aggressive self-starter salesman. Top station Washington, D.C. market. Box 867P, BROADCASTING.

South Florida metropolitan market needs experienced salesman. Apply only if you have successful radio selling record which can be verified. No beginners please, pros only. Box 720R, BROADCASTING.

Wanted. Two aggressive and experienced salesmen for medium market southeast. Box 738R, BROADCASTING.

Announcer-salesman. Salary and commission. Stations in N.C. and S.C. Good advancement opportunity. Only N.C., S.C., Georgia residents apply. Send resume. Box 894R, BROADCASTING.

Southeastern metropolitan group, has opening—2 experienced salesmen. Must have management potential—over 25—married. Good guarantee—rapid advancement. Box 905R, BROADCASTING.

California, KCHJ, Delano. Salesman, one hundred dollars weekly against twenty-five percent commission. Earn ten thousand dollars yearly.

Experienced radio time salesman wanted immediately. Salary plus commission and benefits. Resume, photo and past billing to: Manager, WBEC, Pittsfield, Mass.

Wanted, experienced salesman for Kingsport. Strong market in fastest growing city in south. Excellent opportunity, liberal commission. Send resume to: W.V. Ramsey, Box 6, Kingsport, Tennessee.

Announcers

Modern number one format station in one of ten largest markets auditioning fast-paced, live-wire announcers. Key station leading chain offers big pay, big opportunity. Send tape to Box 864P, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Wanted: Experienced announcer for downstate Illinois station. Must be reliable and good worker. Attractive position. Write Box 426R, BROADCASTING.

Announcer-Louisiana station; first phone; no maintenance; daytime; excellent working conditions. Send references, family details and tape; Box 683R, BROADCASTING.

Experienced announcer-newsman wanted by Illinois kilowatt, adult music station, for combination duties of deejay and newsman. Excellent starting pay, many fringe benefits for mature announcer with proved ability in news gathering, writing and air work. Personal interview necessary. List age, education, family status, references, phone number, experience in detail. Box 702R, BROADCASTING.

First phone announcer for growing east coast first class chain. Excellent salary, benefits and advancement opportunities. Box 708R, BROADCASTING.

Have job, will hire, but not just any traveler will do. We have a high grade, relaxed and friendly operation and want a personality who'll fit. If the top 40 is at the bottom of your list, put our box number at the top of your resume. Box 736R, BROADCASTING.

Wanted—Two good dj's for medium market southeast, formated 5 kw. Box 739R, BROADCASTING.

Wanted: Top flight morning man. Please send photo and tape. No drifters please. Box 768R, BROADCASTING.

Staff broadcaster; all types shows plus sales. Single-station market. State current salary and wages expected. Box 781R, BROADCASTING.

Long established mid-west fulltime 250 in strong college town market is interested in adult program announcer. Must have 2-5 years commercial experience; prefer married. Start $100 a week. Send tape, resume, picture with first reply. Box 782R, BROADCASTING.

Experienced announcer/salesman immediately. First ticket desirable but not necessary. Exclusive Indiana market. Rush tape and details. Box 784R, BROADCASTING.

Growing, high potential California music-news operation needs livewire news write-announcers for its expanding news department. Excellent pay, outstanding future, interesting opportunity for men skilled in news gathering, writing and air work. Write age, education, experience, references to Box 843R, BROADCASTING.

Solid Great Lakes daytimer has morning show opportunity for talented, mature personality. Family man with good habits who believes in local participation and promotion. Box 845R, BROADCASTING.

Need two disc jockeys for 5000 watt top-rated station in major Ohio market. Only experienced men considered. Send tape, background material, photo. Box 866R, BROADCASTING.

Florida. Fast paced station needs lively swinging dj. Rush tape, resume. Box 872R, BROADCASTING.

Good, steady, mature announcer wanted for midwest CBS affiliate. Excellent opportunity with a future. Replies confidential. Box 885R, BROADCASTING.

First phone announcer wanted by Illinois kilowatt. $120 weekly starting salary for experienced, versatile man. Many extra benefits. Personal interview necessary. Give complete background including age, education, experience in detail. Box 888R, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Straight staff board announcer. $65 week. Must have commercial am experience. Send picture, tape, age, education, height, weight. Dates and places past employment. Box 889R, BROADCASTING.

Announcer-morning man. Copy, traffic and production afternoons. Stations in N.C. and S.C. Good advancement opportunity. Only N.C., S.C., Georgia residents apply. Send resume. Box 895R, BROADCASTING.

Pennsylvania stations need experienced announcers. Excellent starting salary, guaranteed regular raises and unequalled opportunity for advancement. Requirement: 1½ years experience, car, good personal and professional history. No top-40. Our men are professional announcers, not jockeys. Send tape and resume to Box 902R, BROADCASTING.

KBUD, Athens, Texas, seeking experienced staff announcer. Salary open.

Expanding "Cutie" chain offers fine opportunities for top announcers—5000 watt indie opening March, Fargo, N.D. Tape, resume, photo, present earnings to KOYN, Billings, Montana.

Mature, aggressive, hate rock and roll, but love to work and make money? Fastest growing station in Florida's fastest growing city needs announcer. Sales combination possible. Send tape-resume to Program Director, WABR, Orlando, Florida.

Wanted: Announcer for morning show. Contact Station WAMD, Aberdeen, Maryland.

First phone announcer for eastern shore of Virginia. Rural area. Good environment. Not interested in prima donnas. Must have car. Prefer married man. Pop music top 50 station. Must follow our format. Not interested otherwise. Write or call Brooks Russell, WESR, Tasley, Virginia. Phone Sunset 7-3200.

Wanted: Experienced announcer. Immediate opening. Prefer 1st phone, not mandatory. Send tape and references to WLBE, Inc., P.O. Box 1231, Leesburg, Florida.

Need experienced staff announcer for adult audience in Washington, D.C. area. Excellent opportunity. Send photo, tape and resume to Howard B. Hayes, General Manager, WPIK, Box 298, Alexandria, Virginia.

Announcer with first class ticket. Station WAMD, Aberdeen, Maryland.

Wanted, experienced announcer with first phone. WSYB. Rutland, Vermont.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential, Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

Announcers. Many opportunities. Experience required. Send tapes, resumes to Paul Baron, Broadcast Manager, Lennox Personnel Agency, 630 Fifth Avenue, New York 20, N.Y.

Announcers losing jobs? Lack that professional sound? Audition tape not a polished . . . showcase? See New York School of Announcing display ad in Help Wanted column.

Technical

1,000 watt station in southeast has opening for chief engineer-combination announcer. Good salary and excellent working conditions for right man. Send resume, references and tape to Box 176R, BROADCASTING.

Experienced maintenance man for Pennsylvania station. Box 707R, BROADCASTING.

Help Wanted—(Cont'd)

Technical

First phone. One hundred dollars. Limited announcing. KCHJ, Delano, California.

KLEE in Ottumwa, Iowa needs immediately, reliable engineer with first class phone for full-time permanent position. Write or wire.

Experienced man with first class radiotelephone to assist in installation of new transmitter equipment in two well-established stations located approximately twenty-five miles apart. Man selected will later become chief engineer in one of these stations. No announcing duties required. Apply by letter only, giving personal resume and complete information concerning education and experience, include recent photograph or snapshot. Write to J. Gordon Keyworth, Radio Station WMNB, North Adams, Massachusetts.

Immediate opening for first phone, experienced engineer. Union scale, excellent employe benefits. Contact Chief Engineer, WPEO, Peoria, Illinois. Phone 4-9249.

Chief engineer wanted for 250 watt station. Combination man preferred but will consider all applicants. Send full details including audition tape to Ed Damron, Manager, WSSC, Sumter, South Carolina.

California, first phone. One hundred dollars weekly against twenty-five percent commission on sales. Twenty hours operating. KCHJ, Delano.

Production-Programming, Others

Copywriter and traffic assistant. Large metropolitan station. Top pay. Box 863P, BROADCASTING.

Wanted: First class experienced newsman for downstate Illinois station. Must be hard worker, have car. Opportunity for right man. Send details to Box 427R, BROADCASTING.

Experienced copywriter, who knows traffic for combination radio and television position. Small mountain states radio and television station—CBS, NBC, ABC. 5½ day week. Close to country's best outdoor recreation facilities including skiing, water skiing, hunting and fishing. Prefer young woman with copy experience with format radio. Write Box 727R, BROADCASTING giving full details as to experience, character, references, and salary requirements.

Excellent opportunity for experienced radio newsman in medium sized midwest radio-tv operation. Immediate opening. Write Box 865R, BROADCASTING.

News editor. Excellent opportunity for qualified man. KBRZ, Freeport, Texas.

RADIO

Situations Wanted—Management

General manager/sales manager 17 years in radio. Strong on sales. Local retail, regional. Saturation plans, package deals. Modern programming. Thorough knowledge all phases. Highest industry references. Box 343R, BROADCASTING.

Employed general manager of 5,000 watt full-time radio station in competitive major regional multi-station market precluded from further promotions or ownership by closed corporation, desires opportunity of increasing sales and profits of your station in return for respectable salary and incentive plan and preferably with option to buy part ownership from profits. Successful with network and independent operations. Phenomenal record in local, regional, national sales and in creating and maintaining high profits, Creative idea-man who has produced lucrative station programs and contests. Box 779R, BROADCASTING.

Successful five station market manager, 35 years old desires to leave ulcers behind and move to small (15-25,000) single market station. 2½ years management experience, exceptionally fine salesman, 10 years all phases radio. Present employers will provide best references. Salary plus profit incentive and/or stock payment. Will travel for personal interview. Box 848R, BROADCASTING.

Ziv-TV trained account executive, former sales manager, raising sights to general manager, radio, television. Leader, not follower. College, family, reasonably ethical. Box 860R, BROADCASTING.

Situations Wanted—(Cont'd)

Management

I am looking for a station to manage that is willing to pay the price for results. I will organize the energies, talents, and potentials of your station and make it tops in your market. Best references. Married, college, age 34. Available immediately. Box 890R, BROADCASTING.

Working manager available. 1st ticket. Box 3061, Norfolk 14, Va.

Sales

Experienced radio-tv salesman desires advancement opportunity in south or west coast. Box 714R, BROADCASTING.

Sales manager available now wishes to relocate east coast or mid-south. Box 883R BROADCASTING.

Announcers

Sports announcer, seven years background play-by-play. Top references. Box 405R, BROADCASTING.

Announcer, dj. 28, married, children, vet. 2 years experience. Reliable. Box 700R, BROADCASTING.

Need a "good morning" sound from a good, morning man? 5 years experience doing mature, clever music show, with a bright, happy sound; successful with adult audience. Features middle music policy. Also sports play-by-play. If you are seeking more than just another announcer, Box 755R, BROADCASTING.

Announcer. Experienced dj, news, commercials. References. Currently employed. Cooperative. Dependable. Box 764R, BROADCASTING.

Try a gal announcer. Can sell too. Tape, resume, available. Box 825R, BROADCASTING.

Disc jockey. Handle all air jobs. News, staff. Permanent. Anywhere. Box 826R, BROADCASTING.

Disc jockey for night shift. College trained. College and commercial experience. Seeking first full-time radio position. Box 827R, BROADCASTING.

Professional announcer. For larger markets. News. Music. Commercials. Competent, creative. Box 829R, BROADCASTING.

Experience, versatile, hard working dj announcer. Will travel. Box 832R, BROADCASTING.

Announcer-dj, experienced. Good voice, friendly personality; adult music. Available immediately. Box 836R, BROADCASTING.

Young engineer desires chance at announcing—prefer middle-Atlantic states. Box 838R, BROADCASTING.

Announcer, single, age 22. College and pro football experience, sports and deejay work with thorough knowledge of both. 2 years commercial and educational air experience. Background in tv. Limited to college experience. Tape and picture available. Living in Long Beach, California. Would travel. Box 840R, BROADCASTING.

Shopping for a baseball play-by-play man? Why not do it early? Here's nine years major station experience, including WSAI and WLW-TV, Cincinnati! Interested minor league territory anywhere! 34, married. Presently employed major west coast network! Box 842R, BROADCASTING.

Country boy salesman-announcer five years experience same station. Sober, married, three kids. I'll do your morning show (country and pop music) start at $60 guarantee —draw or 15%. We'll make money. Locate anywhere. Prefer southeast. Box 844R, BROADCASTING.

Experienced sportscaster wants baseball, football, basketball situation. Available mid-March. 5 years in radio-tv, plenty play-by-play. Box 851R, BROADCASTING.

Matured British colored. School graduate news and dj. Reliable. Available immediately. Midwest or California preferred. Box 852R, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

If you need a hard-working, personality deejay (not announcer) to build an audience, hold it and sell it, then won't you listen to a tape and a management-pleasing success story. Box 828R, BROADCASTING.

Ambitious announcer desires to re-locate in California, but will consider all offers. Young, experienced, currently employed. Box 856R, BROADCASTING.

Network tv-radio mc, dj, personality. 34 years old. Vast experience, training. Top announcer, production man, sales. Desire change to smaller operation with managerial potential. Box 857R, BROADCASTING.

Experienced voice, solid news background, available part-time, NYC area. Box 859R, BROADCASTING.

Experienced program director, fast paced dj, with first phone. This operation #1 by Hooper and Pulse. Can format your station to same modern sound. Proven results. Young, 2½ years college, married, tv experience. Minimum $140. All inquiries acknowledged. Box 862R, BROADCASTING.

C&W disc jockey. 7 years experience. Rated #1 air salesman in present market. Also like some time selling. Box 868R, BROADCASTING.

My first phone on your wall, smooth disc work and commercials, authoritative news, kinda weak engineering. Box 869R, BROADCASTING.

First phone deejay. Experienced. Emphasis on local news. Please state salary. Box 870R, BROADCASTING.

Young married announcer with training and off-camera tv experience seeking diversified staff position. Tape references. Box 871R, BROADCASTING.

Working 6 a.m. to 1 p.m., S. Carolina. Needs $80. Box 874R, BROADCASTING.

First phone announcer - production man 6 years, some maintenance. Married, want midwest. Box 876R, BROADCASTING.

Now's the time! Negro announcer-dj, 4½ years NYC experience. Any sizeable market and best offer will be considered. Box 878R, BROADCASTING.

1st phone, fair announcer, experienced; prefer Chicagoland area. Box 880R, BROADCASTING.

Tops in copy. Lafemme deejay. Radio's finest any time of day. Box 892R, BROADCASTING.

Available immediately, experienced announcer-dj, strong in news and commercials, Married, 27, college, wish to locate in Florida. Box 899R, BROADCASTING.

Happily married, experienced classical and popular dj, traffic and continuity director, promotion-production man with unique ability to sell the difficult; seeks opportunity in larger market. Six years commercial radio and tv experience. Box 900R, BROADCASTING.

Mature, married newscaster-writer with 13 years experience desires more challenging position. Currently with #1 station in top-30 market. Box 903R, BROADCASTING.

Immediate availability! Topnotch movin' dj-newscaster. Versatile, stable. 12 years key market experience. Apt. 4, 402 Harvard, Norfolk, Virginia, phone: Justice 3-0884.

Announcer, 7 years experience. $150.00 minimum. Box 3061, Norfolk 14, Virginia.

First phone plus eight years varied experience announcing, news, sales management, programming, writing. Married, 36, three children. Want responsible job with future. Prefer southwest. Post Office Box 5122, Santa Barbara, California.

Staff announcer job anywhere. Willing to work hard. Had own show. Call after 4 p.m. John Burns, CO 1-2309, 5447 W. Potomac Ave., Chicago 52.

Broadcasting school graduate desires staff announcing and selling position. Voice especially good for teen-age audience. Tape and data available upon request. Larry Craig, 457 South Main, Crown Point, Indiana.

Situations Wanted—(Cont'd)

Announcers

Announcer-dj, veteran, age 23. Graduate radio school. 1 year experience. Reliable, about to marry. Desires to settle down with good organization. Excellent references. Ralph Gutierrez, 1608 Monroe Street, N.W., Washington, D.C.

Experienced dj. Fast-paced, smooth. Prefers Hawaii, midwest, or west coast. Jack Kennedy, Murfreesboro, Tenn. TW 3-4957.

Young vet. Professionally trained. Will work hard. Bob Lee, % Midwestern Broadcasting School, 228 S. Wabash, Chicago 4.

Announcer-operator, mature voice. Limited experience, will travel anywhere. Tape, resume, photo on request. Bill Molnar, 226 Vine Street, Park Ridge, Illinois.

College grad. Chicago experience in fm and in booth tv. Formerly "morning man" on Wisconsin 250 watt station. Will give up $14,000 sales job for decent opportunity in radio or tv. Jack Stevens, 4644 W. Jackson Blvd., Chicago 44, Illinois.

Announcer, single, ambitious, strong on all phases. Graduate midwestern broadcasting school. D. Thompson, 3422 Brentwood Dr., Flint, Michigan. CE 3-8505.

Young, ambitious announcer, willing to travel, good background in music. Carl Tutera, 8754 Oketo, Niles 48, Illinois.

Experienced 28 year old 1st phone combo man desires permanent dj position southwestern states. Available immediately. Ken Weiss, 5800 Sunset, Hollywood, California. Hollywood 9-3181.

Technical

Chief engineer: One year recent experience as chief engineer at one kw four tower directional. Three years uhf, licensed amateur, and a total of ten years experience in electronics. Box 833R, BROADCASTING.

1st phone-announcer; top references; prefer Wisconsin. Box 841R, BROADCASTING.

Engineer, interested in permanent responsible broadcast position with radio or tv station. Three years studio and transmitter experience plus five years in electronics. Can supervise and handle maintenance but no announcing. Good character references. Box 867R, BROADCASTING.

First phone engineer, five years broadcasting, directional and chief experience. Announcing secondary. Phone 6295, Hannibal, Missouri. Or write Box 887R, BROADCASTING.

Production-Programming, Others

Hard-working young pro, currently assisting pd. Prestige powerhouse in million market. Want programming authority with modern quality operation in good market. Five figures only. Box 830R, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Not a title tickler. Honest, trusted. Not desperate. Not looking for work or a job. Hours not important. Happy creating constantly in broadcasting. Now doing this for great employer at great income. Production-program, air personality, newsman-camera. West coast-Pacific northwest. If you understand, Box 839R, BROADCASTING.

Outstanding radio-tv newscaster, extensive experience, especially operations, programming, news, seeking 'challenge" with future. Highest recommendations—integrity—ability. Box 847R, BROADCASTING.

Program director-operations manager available mid-Atlantic or northeast adult station. Imaginative programming accented with timely public affairs. Shirtsleeves management of creative and clerical office. Married, children. Starting minimum $6500. Box 861R, BROADCASTING.

Eight years experience, assistant program director, news, announcing. Married—two children, solid citizen. Desire established station, medium market in far west; good schools and community. Box 864R, BROADCASTING.

Radio copy girl has ten years varied experience to offer you. Some traffic assist, air work, tv writing. What have you to offer her? Box 873R, BROADCASTING.

Somewhere in the south there must be an adult good music station that offers more challenge and advancement than spinning records and talking for a young man who is tired of working for peasant wages. If you're there, I'm at Box 879R, BROADCASTING.

Top-level creative man available to head programming. Seven years in major market. Well experienced all phases, formats. Best references. Prefer south. Box 891R, BROADCASTING.

Program director with new, different programming, no rock. $150.00 minimum. Box 3061, Norfolk 14, Virginia.

TELEVISION

Help Wanted—Sales

Sales manager for small 3 network vhf in Rocky Mountain area. Good salary plus commissions. To supervise 2 or 3 salesmen. Must be experienced. Station management potential. Send full information. Box 715R, BROADCASTING.

Salesman opportunity for good income and stable association in single station 3 network television market. If you are creative sales-wise and like selling you must do well in Wyoming's 1st market. Salary and commissions offer potentials worth investigating. Contact Bob Berger, KTWO-TV, Casper, Wyoming.

Experienced broadcast time salesman for Indiana vhf television CBS affiliate. Salary open. Contact George A. Foulkes, WTHI-TV, Terre Haute.

ACCOUNT EXECUTIVE

WWCA Gary, and WLOI LaPorte, Indiana, again expanding sales department. We need another experienced account executive in our present 7-man sales organization capable of earning a 5-figure income in '60. 15% with guaranteed first six months' income and billing . . . hospitalization, group life insurance and employee profit-sharing trust. Top promotion and merchandising department and 40-member staff to back up sales. 3 county area greatest expansion and potential in the country. Both stations top Pulse and Nielsen. Personal interview necessary after study of your resume.

Write: Mr. Dee O. Coe, President,

WWCA

Hotel Gary, Gary, Indiana.

Help Wanted—(Cont'd)

Announcers

Wanted: A good announcer capable of selling on television and working in small operation with chance for advancement. Do not want any floaters nor anyone not interested in night shifts. Some radio also involved. Contact Bill Carter, Program Director, KTRE-TV-AM, Lufkin, Texas.

Announcer and announcer/director for midwest tv station. TV experience desirable but not necessary for announcer. Positions open immediately. Send full details including tape and picture to: J.W. Kelin, Post Office Box 470, Rockford, Illinois.

Technical

Tired of the old "rat race"? If so, we have the answer. TV engineers needed for electronic product design and packaging; experienced in sweep, video and pulse work. Progressive company in southern California. Box 882R, BROADCASTING.

Transmitter engineer. Mountain top station New England area. High power vhf. Radiotelephone first required. Box 893R, BROADCASTING.

TV studio engineer. Florida station wants experienced man for maintenance. Good opportunity for right man. Send resume of experience, salary expected, and snapshot. Box 896R, BROADCASTING.

Expanding operation requires additional engineers with 1st phone and tv studio and/or transmitter experience. Send full details of past experience, training and references to Chief Engineer, KOAT-TV, Albuquerque, New Mexico.

Immediate opening for first phone engineer. Union scale and employee benefits. Experience not necessary. Contact Asst. Chief Engineer, Al Petzke, WTVO, Rockford, Illinois.

Wanted: TV experienced technician - engineers. First class FCC license required. Large market tv operation-studio, control, maintenance, transmitter work. Give age, experience, qualifications. Station WVUE-TV, 1418 Cleveland Ave., New Orleans, La.

TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Foto-Video Laboratories, Inc. CE. 9-6100, Cedar Grove, New Jersey.

Production-Programming, Others

Experienced copywriter, who knows traffic for combination radio and television position. Small mountain states radio and television station—CBS, NBC, ABC. 5½ day week. Close to country's best outdoor recreation facilities including skiing, water skiing, hunting and fishing. Prefer young woman with copy experience with format radio. Write Box 727R, BROADCASTING giving full details as to experience, character, references, and salary requirements.

Wanted — Producer-director: Experienced with proven writing ability, for creative service coordinator—hub of creative tv divisions: directing, continuity, art, photo, talent. Attractive starting salary. VHF in south-eastern capital city. Send resume, Box 819R, BROADCASTING.

Newswriter, for 50 kw eastern clear channel station who wants to work for one of the nation's top stations, under experienced news editor. Pay according to experience and ability. Send full information, including education, experience, salary requirements and recent photo to Box 881R, BROADCASTING.

TELEVISION

Situations Wanted—Management

General manager available for television station. Known and respected in industry and by agencies coast to coast. Excellent background and record as businessman, manager, national sales manager. Confidential replies respected. Box 775R, BROADCASTING.

From page boy thru promotion, sales and management. 20 years broadcasting experience. For the past five years have managed successful tv stations in two highly competitive major markets. Took both out of the red. Station sold Available in about 30 days. Can travel for interview. Box 884R, BROADCASTING.

Situations Wanted—(Cont'd)

Management

General manager or sales manager—Integrity, imagination and ingenuity . . . experience in top level management both radio and television . . . know how to organize and administer all phases of operation, network, sales, programming and personnel. Degree plus graduate work, family, desire opportunity to project and progress . . . with independent or group ownership station. Write to Box 850R, BROADCASTING.

Attention principals. Here's a man who wants to take a load off your back and make money for both you and himself in the doing. Former member top management of prestige name in broadcasting business, now account supervisor for well-known midwestern advertising agency. Has bought and sold millions in spot radio and television, negotiated network affiliation contracts, designed outstanding promotions both for trade and audience. Varied background equips him for station management, assistant to corporation president, sales management for larger operation or other executive position calling for aggressive leadership. Young (40), family man, accustomed to hard work. Finest references. Write in confidence to Box 886R, BROADCASTING.

Sales

Regional tv sales or agency position, middle Atlantic or south, desired by salesman, 10 years radio-tv sales and management experience. Excellent follow-through. 32, family. Box 863R, BROADCASTING.

Announcers

WLW-TV—radio veteran mc and dj with solid record in c&w and pop. Real producer. Available February 15. Clay Eager, 90 Midway St., London, Ohio. Call UL 2-2127.

Technical

Chief or supervisor, 12 years am-fm-tv, planning, construction, maintenance, operations. 4 years chief, 4 years supervisor experience. Box 817R, BROADCASTING.

TV studio technician, three years experience, first phone, excellent references. 834R, BROADCASTING.

Production-Programming, Others

Northwestern University graduate, tv major . . . seeks good position with a permanent future . . . married, 24, veteran. Box 849R, BROADCASTING.

Experienced major market radio tv newsman desires opportunity with first class news operation in south or southwest. Box 877R, BROADCASTING.

College graduate radio and tv production, liberal arts degree desires position in tv production with chance for advancement. 1 year experience director, camera, audio, announcer. Married, veteran, age 27. Will relocate. Jay Barrett, 5251 Keystone, Houston, Texas.

FOR SALE

Equipment

For immediate sale. RCA 5 kw television transmitter Channel 5. RCA transmitter console with TM-5A monitor. RCA 3 Bay antenna channel 5 RCA WM 12 and WM 13 demodulators. RCA 10 kw Harmonica filter (2) Channel 5, RCA 10 kw diplexer Channel 5. 400' Stainless guyed tower on ground. 800' 3⅛ transmission line. Sold as package or separately. Box 493R, BROADCASTING.

RCA beat freq. oscillator 68-B $175., RCA noise and distortion meter 69-C $175., **Gates** fm broadcast exciter 10 watt less power supply $275., (2) Motorola FMTU30 mobile transmitter 152-162 mc 30 watt $25. ea., (2) WE 633A microphones $20 ea., Rek-O-Kut TR-12 turntable and M-12 overhead mechanism with std. and lp lead-screws $125. All equipment in good operating condition and no repairs are necessary. Shipping incl. in price. Box 807R, BROADCASTING.

Building a stereo console? Tremendous savings on new Daven Tanden Attenuators Dual BALQ-255-G. Immediate Delivery. Box 855R, BROADCASTING.

FOR SALE

Equipment—(Cont'd)

550 foot Blaw Knox self-supporting H-21 tower. Designed for fm and tv antennas. Dismantled, ready to ship. $15,000. Box 875R, BROADCASTING.

Rust R1-108 remote control complete for Collins 20v transmitter. Extension meters manuals etc. Perfect condition. $700.00. KMCO, Conroe, Texas.

Selling station; new management does not want equipment. Will take $1,000 loss on Schafer Automatic Programming Program Electronic Package model 60 with Schafer Program Preparation Package. Used 3 months; excellent condition. KTRN, 917½ Scott St., Wichita Falls, Texas.

450-foot Blaw-Knox, special type N28 tower and bottom steel section of RCA 8-section pylon. In excellent condition. Real bargain. Contact Hardy D. Carl, Chief Engineer, WBRC-TV, Birmingham, Alabama. Telephone FAirfax 2-4701.

TV antenna—G.E. 12 bay turnstile, channel 13, type 28 H, 50 kw, styroflex lines. Purchaser to remove antenna from 240 foot tower. Any offer will be considered. Contact R.W. Hodgkins, Chief Engineer, WGAN-TV, Portland, Maine. ,

Collins 8 Bay fm antenna, tuned to 105.5 mc/s. Sell less than half cost or will trade for 8 Bay tunable to 94.5 mc/s WGST, Atlanta, Georgia.

Need a man with 3 arms? We don't have one either, but we do have a good substitute—An RCA type BQ101 automatic turntable, capable of playing 120 selections—push button, remotely controlled. Ideal for the small station. Excellent condition. Can be yours for $600 fob Baltimore. Contact S. E. Hawkins, Chief Engineer, WITH, 7 East Lexington Street, Baltimore, Maryland.

For sale, complete 1 kw Western Electric fm transmitter. Excellent condition—$2500. OVerland 3-6200, 3639 8th St., Riverside, California.

Video monitors. Closed circuit and broadcast, Foto-Video Laboratories Inc., Cedar Grove, New Jersey. CE 9-6100.

Miratel tv monitors demonstration units. New warranty 15-17" metal cabinets $215.00 each. 8-17" veneer cabinets $185.00 each. Complete line of new units available in 8" 14", 17", 21" and 24". Write: Miratel, Inc., 1082 Dionne St., St. Paul 13, Minn.

Microwave transmission line—Andrew ⅜"—⅞"—1⅝"; semi flex and rigid types, ceramic and teflon insulated with hardware, accessories and tools. New-bargain prices. Write for listing. Sierra-Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

Used Towers. 10-150' 9-200' 8-300'. U.S. Tower Co., 405 Union Trust Bldg., Petersburg, Va.

WANTED TO BUY

Equipment

5 kw am transmitter, not over ten years old. Must be in good condition. R. Lucia, c/o WHAM, Rochester 3, New York.

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 2, May 4, June 29, 1960. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

INSTRUCTIONS—(Cont'd)

Highly effective review for FCC phone exams. Very inexpensive. Free literature. Write, "Instruction Unlimited", Box 10634, Jackson 9, Miss.

FCC license in six weeks. Next class March 14th. Reservations required. This is the cando school. Pathfinder, 510 16th St., Oakland, California.

With pride we announce the opening of our new broadcasting school. Twelve weeks intensive, practical training in announcing, programming, etc. Brand new console, turntables, and the works. Reservations only. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

Production radio spots. No jingles. Free audition tape. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

J.D. (Jim) Jones, your grandmother seriously ill. (Ann)

RADIO

Help Wanted—Management

RADIO STATION MANAGER

Dynamic executive wanted to manage well-established radio station in one of the nation's top 10 markets.

Salary $25,000 plus attractive incentives.

Send full details to:

Box 858R, BROADCASTING.

Sales

PHOENIX, ARIZ., OPPORTUNITY

Live in 1 of the West's fastest growing, most attractive cities—new ownership staffing established station. Need competent salesmen, engineers, announcers and writers-traffic people. Write full details on experience, salary needs.

Box 835R, BROADCASTING

Announcers

Top rated independent in Virginia's largest city! Looking for an outstanding disc jockey who can hold high night-time rating. No rock and roll! Also must have top commercial voice. Opportunity to progress in a market of a million. Immediate opening! Send auditions to Jerry Joiner, Program Director, WNOR, Norfolk, Virginia.

ANNOUNCERS

JOB OPPORTUNITIES SLIPPING BY?

N.Y.S.A.S. is the only school in the east that offers advanced coaching **EXCLUSIVELY** . . . In announcing and operation of console, from disc to tape to et's, completely ad-lib for a tight format. 10 week course coached by New York Broadcasters. Get the **MODERN SOUND. KNOW MODERN RADIO.**

Let us analyze your present audition tape. For an appointment call **MR. KEITH** at SU 7-6938.

NEW YORK SCHOOL OF ANNOUNCING & SPEECH

160 West 73rd Street New York 23, N.Y.

Help Wanted—(Cont'd)

Production-Programming, Others

WANTED — A RADIO MAN

If you want to get back into real radio . . . Small station radio . . . To program and air good music on a station that plays no rock and roll or hillbilly . . . To be a part of a small and select staff of experienced radio men who have found the "Brass Ring" of living and relaxing in the Florida sun while making good radio pay . . . Then contact me. I want a program director who knows music and can announce. He must be settled and mature . . . No long hairs, disc jockeys or young hot shots need apply. The pay is small station, but you'll get it every week with assurance of job permanency and steady solid growth. If you think you can make this "Brass Ring", send tape, background and pix to Jim Howe, Radio WIRA, Fort Pierce, Florida.

RADIO

Situations Wanted—Management

Available

GENERAL MANAGER TV-AM

14 years TV, radio, sales and advertising experience. Unusual record of accomplishments in top management. Currently general manager TV—AM combination in SW market. Interested in management position with growth possibilities and stock option. The next time I build a property I would like to share in the profits.

Box 853R, BROADCASTING

Production-Programming, Others

EXECUTIVE OF GREAT INDIE WANTS TOP SPOT!

Successful executive in our organization has all the ability necessary to manage major market station. 20 years experience (10 as manager) provides full equipment to cope with the perpetual battle of SALES AND RATINGS. Excellent record-reputation and contacts in NATIONAL SALES! Showmanship. Merchandising! Promotion!

Box 242R, BROADCASTING

TELEVISION

Help Wanted—Technical

Technical Supervisor

$10,000

Midwest TV station needs supervisor with technical know-how and background of professional achievement. Management oriented individual capable of completing all tasks in a thoroughly dependable and professional manner prime requisite. Excellent working conditions and fringe benefits.

Box 854R, BROADCASTING

STATIONS — FOR SALE

REGIONAL DAYTIMER

1000 watts

Wonderful Florida Market

Principals only—No Brokers

$92,000.00

10% less for cash

Must sell.

Box 821R, BROADCASTING

SOUTHWEST REGIONAL FULLTIMER

Number one rated station in market. Growth excess of $200,000 with excellent owner earnings. Priced at $325,000 with very good terms.

Box 897R, BROADCASTING

ROCKY MOUNTAIN AREA

Full time regional with history of excellent earnings and cash flow. Priced at slightly more than annual gross. $150,000 with 29% down and good terms to a qualified buyer. No curiosity seekers, please. Respondents must be fully identified as to qualifications and background.

Box 898R, BROADCASTING

GUNZENDORFER

Washington 250 watter fulltimer $69,500.00. California regional 1000 watts fulltimer. Big southern California market $275,000.00. Arizona 1000 watts daytimer $70,000.00. Oregon F.M. $150,000.00. 29% down, attractive terms.

WILT GUNZENDORFER AND ASSOCIATES

Licensed Brokers—Consultants
8630 W. Olympic, Los Angeles, Calif.

STATION FOR SALE
BY OWNER

In a top 40 market in south. 250 watts fulltime. Am going partnership and want to sell. Other stations in market doing 40 M monthly. I have other stations and not enough time to manage this property. $100,000 with 29% down—terms on balance. Wire, write, call Gene Newman, WEZB, Tutwiler Hotel, Birmingham, Alabama.

Ill.	Single	500w	95M	terms
Ala.	Single	500w	58M	terms
Va.	Single	1kw-D	80M	terms
Calif.	Single	250w	65M	terms
Minn.	Single	1kw-D	105M	terms
Ky.	Single	1kw-D	100M	terms
Calif.	Single	250w	68M	terms
Fla.	Small	1kw-D	90M	terms
Fla.	Small	250w	50M	terms
Fla.	Small	250w	48M	terms
Fla.	Small	250w	85M	terms
N.Y.	Medium	1kw-D	150M	terms
La.	Medium	1kw	150M	terms
Miss.	Medium	1kw-D	75M	terms
Ga.	Metro	5kw	200M	terms
Ala.	Metro	1kw-D	175M	terms
N.C.	Metro	500w	170M	terms
Fla.	Large	250w	175M	terms
Fla.	Large	5kw	185M	terms
Fla.	Major	250w	250M	terms

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE

ROCKY MOUNTAIN. **Full time. Gross $2700 month. Absentee owned.** ***Priced at $50,000 with 29% down.***

UPPER MIDWEST. **Gross over $120,000 year.** ***Takes $50,000 as down payment.***

SOUTHWEST. **Exclusive market. Full time.** ***On market for $150,000 with 29% down.***

and

MANY OTHER FINE PROPERTIES EVERYWHERE.

JACK L. STOLL & ASSOCS.
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

FOR SALE

Equipment

USED 5000 WATT
AM BROADCAST TRANSMITTERS

The following used 5 KW Transmitters have been traded-in on the purchase of new Gates 5 KW or 10 KW models and are offered as is, f.o.b. Quincy, Illinois:

RCA Model 5D, tuned to 1300 KC $3,995.00

RCA Model 5DX, tuned to 1150 KC $4,500.00

Raytheon Model RA-5A, tuned to 960 KC $4,950.00

Western Electric Model 405B1, tuned to 1350 KC $3,995.00

Westinghouse Model 5HV-1, tuned to 1460 KC $5,495.00

Orders will be accepted on first-come, first-serve basis. Some available from stock, or within 30 to 90 days.

For further information contact:

Franz Cherny
Transmitter Sales
GATES RADIO CO.
Quincy, Illinois
Telephone Baldwin 2-8202

MOBILE RADIO STATION FOR SALE

Beautiful 35 ft. Mobile Radio-TV station. Studio has plexiglass floor to ceiling windows, a completely equipped control room, studio, lounge with refrigerator, broadcast deck with Hi-Fi P.A., air conditioning plant and furnace. Ideal for special events. Ready for immediate operation. Write or call Jim Mills Productions, 142 E. Ontario St., Chicago, Ill., WHitehall 4-3797.

WANTED TO BUY

Stations

I WANT TO BUY

New Jersey man looking for station or CP in small market in N.Y. State-Conn. area. Rigid confidence.

Box 831R, BROADCASTING

Radio Stations Wanted

Successful group ownership with excellent financial references interested in acquiring additional radio properties. All replies confidential. No brokers.

Box 846R, BROADCASTING

MISCELLANEOUS

RADIO CONSULTANTS

Successful group ownership offers experience in

Management
Programming
Engineering
and all phases of money making operation of radio stations.

Financing available if desired or needed. Fee or percentage basis. All replies confidential.

Box 904R, BROADCASTING

BROADCAST PRINTING

Continuity Paper **4 40/100** per 1000

16#—white paper—black ink. Send copy of paper you are now using with check. Colored paper—add $1.00 per 1000. Punching for binder $2.50 per 5000.

FREEBERN PRESS, INC.
Broadcast Printers
Hudson Falls, N.Y.

Dollar

for

Dollar

you can't

beat a

classified ad

in getting

top-flight

personnel

Continued from page 120

WJBC-FM Bloomington, Ill.—Granted cp to increase ERP to 15.3 kw.

WHP-FM Harrisburg, Pa.—Granted cp to increase ERP to 1.85 kw, install new ant. and make changes in ant. system; ant. 780 ft.; remote control permitted.

WEZY Cocoa, Fla.—Granted cp to replace expired permit for change of facilities, etc.

***WYSO (FM) Yellow Springs, Ohio**—Granted cp to install new trans., increase trans. power and make changes in ant. system.

WSTR Sturgis, Mich.—Granted cp to make changes in ant system (increase height, insert resistor); conditions.

***WPRB (FM) Princeton, N.J.**—Granted mod. of cp to increase ERP to 17 kw, install new ant., increase ant. height to 190 ft., and change type trans.; remote control permitted; waived Sec. 3.261 of rules to permit station to cease operations during Christmas vacation period and during summer vacation period of Princeton U.

KELY Ely, Nev.—Granted extension of authority to sign-off at 6 p.m. for period ending April 1.

KWJB-FM Globe, Ariz.—Granted authority to remain silent for period ending April 6; condition.

WARL-FM Arlington, Va.—Granted extension of authority to remain silent for period ending April 6; condition.

KANA Anaconda, Mont.—Granted authority to sign-off at 6:05 p.m. on Mondays, Tuesdays, Wednesdays, Thursdays and Sundays for period ending March 31.

WATN Watertown, N.Y.—Granted authority to remain silent for period beginning Jan. 6 and ending Mar. 1; condition.

KWTO Springfield, Mo.—Remote control permitted while using non-DA (main trans.).

KAJI Little Rock, Ark.—Remote control permitted while using non-DA.

Action of January 5

KQAL-FM Omaha, Neb.—Granted assignment of cp and license to **Jack L. Katz Enterprises Inc.**

Action of December 31

WFTG London, Ky.—Granted authority to continue operating from 6 a.m., sign-on, and 7:30 p.m., sign-off, pending action on application for specified hours.

Action of December 29

KOOK Billings, Mont.—Remote control permitted while using non-DA (2nd main studio location).

PETITIONS FOR RULEMAKING FILED

WATR-TV Waterbury, Conn.—Requests following changes in table of assignments: deletion of ch. 53 from Waterbury, Conn. and substitution of ch. 20 therefor; deletion of ch. 20 from Worcester, Mass. and addition of ch. 27; deletion of *ch. 27 from Hanover, N.H. and substitution of *ch. 20 therefor; and deletion of ch. 27 at Stamford, Conn. and addition of ch. 55. Further requests issuance of orders to WEDH WSTF and WATR-TV to show cause why their authorizations should not be modified so as to effect above changes. Ann. Jan. 8.

Kahn Research Laboratories Inc., Freeport, New York—Request amendment of rules so as to permit standard broadcast stations to operate with compatible single-sideband system of modulation. Ann. Jan. 8.

FCC report on sale

Annual 25th report of FCC can be purchased from Superintendent of Documents, Government Printing Office, Washington 25, D.C., for 65 cents copy. Commission does not stock copies for public distribution.

Because of its silver anniversary nature, Commission's 1959 annual report includes historical background with comparison of its workload today and quarter of a century ago. It also discusses current litigation and legislation, reviews television's problems and steps in dealing with them, and explains Commission's relationship to broadcast programming.

Specific chapters cover "History of Regulation", "Commission", "Litigation and Legislation", "National Defense", "Broadcast Services", "Safety and Special Radio Services", "Common Carrier Services", "Field Engineering and Monitoring", "Research and Laboratory", "Frequency Allocation and Use", and appendix contains "Electrical Communication Milestones" and "FCC Log Highlights".

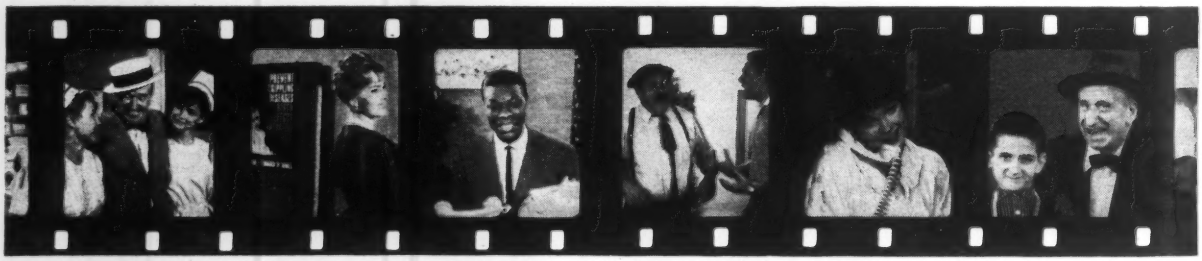
PLEASE...

PROGRAM THESE NEW MARCH OF DIMES FEATURE FILMS IN JANUARY

The biggest and broadest health program ever undertaken by a voluntary health organization has just begun. It is the *New* MARCH OF DIMES. There's still much to be done in treating and rehabilitating polio victims. But, in addition, the *New* MARCH OF DIMES now takes on two crucial new challenges: *arthritis*—affecting 11 million Americans—and *crippling birth defects*—America's biggest unmet childhood medical problem.

Won't *you* help by bringing these vital *New* MARCH OF DIMES messages to all Americans during January?

TWO GREAT NEW STAR-STUDDED FEATURE FILMS...



MAURICE CHEVALIER · ZSA ZSA GABOR · "KING" COLE · CHARLIE WEAVER · SHIRLEY MACLAINE · JIMMY DURANTE

"HOLLYWOOD MARCH"

Sixty minutes of first-rate entertainment (can easily be split in half), hosted by Eddie Albert, featuring: Jimmy Durante • Maurice Chevalier • Nat "King" Cole • Fred MacMurray • Ann B. Davis Dorothy Kirsten • Bobby Darin • Jack Lemmon • Zsa Zsa Gabor • Shirley MacLaine • Larry Sherry and Don Drysdale of the Los Angeles Dodgers • Charlie Weaver • Flanders and Swann • Basil O'Connor.

"MOTHERS' MARCH SPECIAL"

A top-notch half hour, hosted by Eddie Albert, featuring: Janet Leigh • Tony Curtis • Jeanne Cagney • Gale Gordan • June Lockhart • Maurice Chevalier Gail Davis • Barbara Billingsley • Coleen Gray Esther Williams • Charlie Weaver • Kathryn Grant • Rex Allen • Helen Hayes.

1960 NEW MARCH OF DIMES

THE NATIONAL FOUNDATION, FRANKLIN D. ROOSEVELT, FOUNDER
PAUL A. WAGNER, DIRECTOR, PUBLIC INFORMATION DEPARTMENT
800 SECOND AVENUE, NEW YORK 17, N.Y. • OXFORD 7-7700

OUR RESPECTS TO . . .

George Irving Long Jr.

The most important decision ever made by George Irving Long Jr. was to accept a friend's invitation to spend a Saturday afternoon listening to recorded music. Another member of the listening group that day was Margaret Ellen Culver who, two years later, on Nov. 11, 1937, became Mrs. Long. And today, as president of Ampex Corp., Mr. Long guides the destiny of the largest manufacturer of professional tape recording equipment in the world.

Making decisions early and following through swiftly is no novelty to George Long. In the best Iowa tradition of moving to California to end one's days, he made the trip at the age of seven months, leaving Cherokee, Iowa, where he was born Sept. 13, 1907, for San Jose, Calif., where his father, a Presbyterian minister, had been called.

Twenty-two years later, following graduation from Stanford U. where he had majored in economics, pumped gas and house-managed his fraternity (Kappa Alpha), George made another decision. He was saying goodbye to his college pal, Joseph R. McMicking, who was heading for the Philippines, while George stayed in San Francisco where he had landed a job as a securities analyst for the Wells Fargo Bank. His decision, in which Joe heartily concurred, was that some day they would be partners in some sort of business venture.

Ayala Finds Ampex • That was in 1930. During World War II, Mr. McMicking passed through San Francisco frequently and when the war was over the pair, along with Joe's brother Henry McMicking, set up the investment firm of Ayala Associates. "Our purpose was to seek out concerns which needed management assistance and additional capital," Mr. Long says, adding that one of the first companies to attract Ayala's attention was Ampex, a small electronics firm in San Carlos, about 17 miles down the Peninsula from San Francisco.

Founded by Alexander M. Poniatoff (now chairman of the board), the firm employed a handful of electronics engineers working to develop the finest equipment for recording and playing back sound on magnetic tape. In 1947 the company demonstrated the first magnetic tape recorder of acceptable professional quality for radio broadcasting and the commercial recording industry.

"At the time, Bing Crosby purchased the first production quantities of these recorders and helped finance the firm initially by making advance payments with his orders," Mr. Long says. "Then we came along."

Sees Potentials • Ayala Associates saw the possibilities for great potentials in the small company's product. "But even in our dreams we didn't visualize the magnitude of the developments nor the swiftness with which they would come," he admits today.

Mr. Long's role in Ayala was in addition to his work at the bank, where he had advanced to an assistant vice presidency before he resigned in 1950 to become treasurer of Ampex. There were then about 35 people on the payroll. Annual sales totaled $350,000.

At Ampex, Mr. Long successively became vice president and general manager, executive vice president and, on March 1, 1955, president of the corporation. The company's headquarters moved two miles south to Redwood City. New plants were added at Sunnyvale, Calif., and, with the acquisition of Orr Industries, magnetic tape manufacturer, at Opelika, Ala., Ampex employment now exceeds 4,500. For the current fiscal year, ending April 30, Mr. Long predicts gross sales of $60 million.

Vtr Forges Ahead • A little more than a year after Mr. Long became president of Ampex, at the NAB convention in 1956, the company introduced the Videotape television recorder to the broadcasting industry, wrote orders for $4 million worth before the end of the three-day meeting. Today, nearly 600 Ampex tv recorders are in use by networks, stations and independent program producers at home and abroad.

AMPEX' LONG
He joined the client

"I'll always carry with me one bit of advice from my father," Mr. Long recalls. " 'No matter what your life's work may be, make sure you make a contribution,' he said."

His association with the broadcasting industry, through the products developed by Ampex, provides him with the satisfaction of a personal contribution.

"At the present time, I believe the greatest contribution that Ampex can make to the broadcasting industry is the continued technological developments in our equipment that will enable broadcasters to provide entertainment, education and information on a wider scale and with ever higher quality," Mr. Long says.

Single Standard • "For broadcasters and their clients to realize the full potentials of tape, it is essential that one standard be maintained.

"Soon after the development of the Ampex television recorder, we saw the necessity for standardization. That is why we established the cross-licensing of patents rather than taking the narrow viewpoint of letting other manufacturers try to develop their own systems."

Mr. Long and his wife live in Woodside, about 10 minutes' drive from his office in the Ampex executive suite. Their son Kenneth, 15, is a high school sophomore. Daughter Katharine, 18, attends the U. of Colorado.

For a change of pace from his busy office routine, George Long prefers to saddle up one of his horses and ride through the rolling hills of the Woodside area. He also plays golf and gets in a little fishing when time permits.

Under Mr. Long's direction, Ampex established a profit-sharing plan for employes. He is a director of the Council of Profit Sharing Industries, a director of the Children's Health Council of Palo Alto, a former member of the board of the Western Electronic Manufacturers' Assn. and a member of the General Management Division's West Coast Planning Council of the American Management Association.

"I still like to listen to good music on Saturday afternoons, too," he adds, with a twinkle in his eyes. "On an Ampex stereophonic tape system, of course."

The man Doerfer

IN these disturbed times broadcasters should be thankful for one stroke of good fortune, for which they were in no wise responsible.

That is the presence on the FCC of its chairman, John C. Doerfer.

Mr. Doerfer came to Washington in 1953 to become chairman of the Federal Power Commission. Instead President Eisenhower appointed him to the FCC which needed bolstering. That was the first break for the public and, fortuitously, for the broadcaster. Because he had been chairman of the Wisconsin Public Service Commission, many broadcasters wondered whether he would approach their field with the public utility-common carrier concept, as did some of his predecessors.

Mr. Doerfer didn't. He proved himself a lawyer old-fashioned enough to believe the Constitution means what it says; that the Congress which wrote the Communications Act wanted the government to keep its hands off programming, and that the courts have never authorized the FCC to swerve one whit from these tenets. Certain of his colleagues, who look at broadcasting through blue-tinted glasses, disagree.

Nor have Mr. Doerfer's views been popular with most politicians or those intellectual minorities who have trooped before the FCC these past few weeks sounding more like commissars than exponents of free, competitive enterprise the American way. But Mr. Doerfer has never wavered in his espousal of free American institutions and hands-off programming until Congress or the courts so decree it.

Mr. Doerfer, as chairman, carries an inordinately heavy load. Moreover, since last summer (which meant all during the critical weeks following the Oversight Committee exposes) the FCC has been without the services of two seasoned and wise members—Vice Chairman Rosel H. Hyde and Comr. T.A.M. Craven, who were on assignment in Geneva. Both, happily, are back in Washington and theirs will be influential voices in formulating policy in the sensitive programming area—a whisper removed from censorship.

In a speech 10 days ago before the Federal Communications Bar Assn.'s annual banquet, Chairman Doerfer spoke forthrightly of the critical questions confronting the FCC. He abhors the thought of the FCC becoming a "Supreme Board of Censors."

In these remaining two weeks, when the nation's broadcasters present their case-in-chief to the FCC, an impregnable showing must be made in defense of freedom of speech on the air. Mr. Doerfer didn't exaggerate in stating that the "future of the American system of broadcasting hangs in the balance."

A mutual concern

ONE of the most heartening developments to come out of the crisis-born issue of advertiser "control" in programming is that people on both sides, buyers as well as sellers, are beginning to think about it.

Elsewhere in these pages we present a report, based on evaluations by leading agency executives, on the probable effect the installation of a so-called "publishing" or "spot-carrier" concept of television advertising would have on advertising agencies. The findings are not particularly clear-cut and certainly are not unanimous, but neither of these facts should be unexpected when the question, for all practical purposes, is so new.

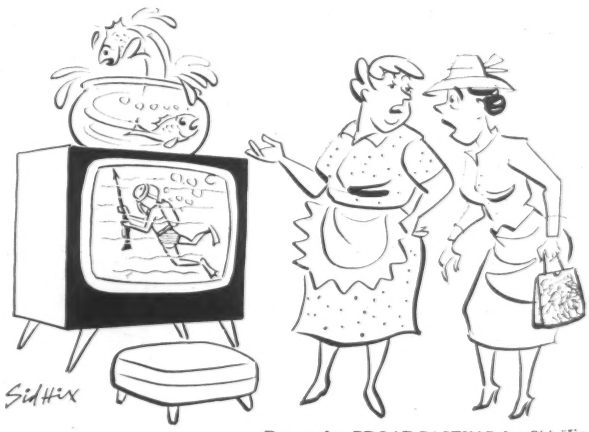
Nobody in a position to do anything about it has proposed anything more than a tentative start toward a publishing concept of selling. ABC-TV probably has come closest, if you except the so-called participation programs already on the air. It is ABC-TV's plan to block out nightly periods of, say, a half-hour or so, varying from night to night, and offer them as advertising carriers in what seems to be essentially a nighttime application of its "Operation Daybreak" technique of daytime selling. CBS-TV is said to have a publishing concept on a long list of things to be considered as it goes about its announced business of asserting mastery over its own house.

Thus it cannot be said that the publishing concept is in fact a question that is up for immediate decision—as some agency executives emphasized to our editors. Some of them quite frankly contended that no such concept would ever come to pass and therefore would discuss it only on a hypothetical basis. At the other extreme, Jack Cunningham of Cunningham & Walsh, while not endorsing the new concept, thinks the whole question of advertiser influence over programming and the way it is sold should be the subject of an industry-wide study with public interest as the principal yardstick.

Two generalities may be drawn from this sampling. First, agencies—along with advertisers, who are clearly on record—will resist with vigor any move that deprives their clients of sponsor-identification with specific programs. Second, agencies probably will revolt, if necessary, against any idea that would require them to buy blind, without knowing what programs, or what type of program, their commercials would be associated with.

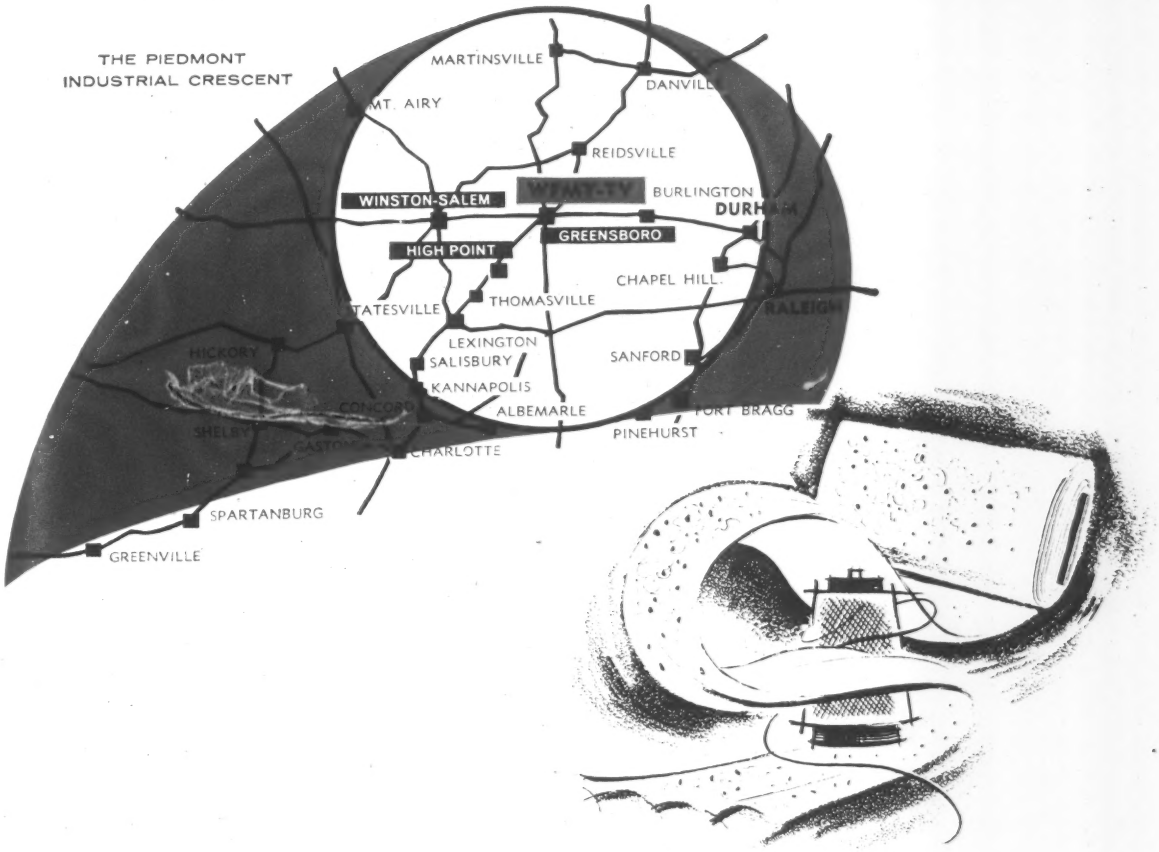
Either of these attitudes may seem to make any real form of the publishing concept inherently impossible, the second even more so than the first. We are not so sure that this is true, or that some mutually acceptable compromise, assuring broadcasters of control over programming and yet retaining for advertisers the unmatched benefits of television's salesmanship, cannot be devised.

In its purest sense, as we have said before, the publishing concept merely means that the medium is operated as a communications organ which carries advertising, not as an advertising device which has a secondary purpose of informing and entertaining. We are encouraged by current signs, small as they may be at this moment, that this idea may in time become fact. It is good, at any rate, to have the advertising mind working on the problem along with the communications mind. Together, in the proper spirit, they may find the solution sooner than otherwise might be expected.



Drawn for BROADCASTING by Sid Hix

"When Sea Hunt *comes on, they go crazy."*



the TEXTILE industry . . .

creates buying power in the Piedmont Industrial Crescent!

The South's expansive textile industry is **another reason why** WFMY-TV . . . located in the heart of the industrial piedmont . . . is the **dominant selling influence** in this $3,000,000,000 market. WFMY-TV serves . . . and sells in this heavy industrial 54-county area where 2,250,000 people live, work and buy.

SEAL OF GOOD PRACTICE
CHARTER SUBSCRIBER

wfmy-tv

GREENSBORO, N. C.

"NOW IN OUR 11th YEAR OF SERVICE"

Represented by Harrington, Righter and Parsons, Inc.
New York, Chicago, San Francisco, Atlanta, Boston, Detroit

CHANNEL 2 CBS